

THE

Laundry Journal

A REUBEN H. DONNELLEY PUBLICATION

July • 1960

SERVING
PROFESSIONAL
LAUNDRY
MANAGEMENT

IN THIS ISSUE...



ene
awk ...
lected
resident
f AIL



Anne
Sterling ...
chosen as
industry's
image



Dr. Ernest
Dichter ...
probes the
psychology
of textiles



I. Austin
Kelly III ...
discusses
pension plan
programs



A. L.
Christensen...
outlines
the basics
of man-
agement

Keep your work clean
and fresh
as a breeze
...and as easy, too



ULTRA-BLUE ULTRA-LITE

THE FLUORESCENT
BLUE SOUR

THE FLUORESCENT
WHITENING SOUR

Both of these Keestar Sours
make white ultra-white,
make colors ultra-bright.
Both contain anti-chlors
that remove residual chlorine.

Ultra-Lite and Ultra-Blue
are equally high in solubility,
neutralizing action and in
preventing streaking
and spotting.

ASK YOUR KEEVER-BEACH
SALES-SERVICE MAN

KEEVER BEACH

THE KEEVER STARCH CO.
COLUMBUS 15, OHIO

*A complete line
of wash-room products*

**SOAPS • DETERGENTS
SOURS • STARCHES
WATER and FABRIC
SOFTENERS
PRESS PADS**





Will she come back?

Women select one coin-op over another for a number of reasons . . . convenience, attractiveness and cleanliness. But their main concern is for clothes washed cleanly and dried safely. They keep coming back to the coin-op that has equipment that works efficiently, does not break down, and is easy to operate. *And Cissell Coin-Meter Dryers belong in that coin-op.* Cissell Dryers with Hi-Lo Temperature Control give the right temperature for any fabric, man-made, wash-n-wear, delicate or regular.

Controls are at eye-level, out of children's reach. Each Cissell Dryer has built-in overload motor operation, overheat protection, fully automatic overcurrent safety controls and other important safeguards. They give *excellent* service, reduce "down-time" in your coin-op laundry. Do you want a laundry that women keep coming back to? Then you want Cissell Coin-Meter Dryers. Want to know more?

That's what your jobber's for!

Remember, you benefit when you use Cissell equipment . . . your customers do too!

CISSELL

W. M. CISSELL MFG. CO., INC.—LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles
Foreign Distributors write Export Dept.—Cable Code "CISSELL"

Consult Your Jobber

Keep your work clean
and fresh
as a breeze
...and as easy, too



ULTRA-BLUE ULTRA-LITE

THE FLUORESCENT
BLUE SOUR

THE FLUORESCENT
WHITENING SOUR

Both of these Keestar Sours
make white ultra-white,
make colors ultra-bright.
Both contain anti-chlors
that remove residual chlorine.

Ultra-Lite and Ultra-Blue
are equally high in solubility,
neutralizing action and in
preventing streaking
and spotting.

ASK YOUR KEEVER-BEACH
SALES-SERVICE MAN

KEEVER BEACH

THE KEEVER STARCH CO.
COLUMBUS 15, OHIO

*A complete line
of wash-room products*

SOAPS • DETERGENTS
SOURS • STARCHES
WATER and FABRIC
SOFTENERS
PRESS PADS





Will she come back?

Women select one coin-op over another for a number of reasons . . . convenience, attractiveness and cleanliness. But their main concern is for clothes washed cleanly and dried safely. They keep coming back to the coin-op that has equipment that works efficiently, does not break down, and is easy to operate. *And Cissell Coin-Meter Dryers belong in that coin-op.* Cissell Dryers with Hi-Lo Temperature Control give the right temperature for any fabric, man-made, wash-n-wear, delicate or regular.

Controls are at eye-level, out of children's reach. Each Cissell Dryer has built-in overload motor operation, overheat protection, fully automatic overcurrent safety controls and other important safeguards. They give *excellent* service, reduce "down-time" in your coin-op laundry. Do you want a laundry that women keep coming back to? Then you want Cissell Coin-Meter Dryers. Want to know more?

That's what your jobber's for!

Remember, you benefit when you use Cissell equipment . . . your customers do too!

CISSELL

W. M. CISSELL MFG. CO., INC.—LOUISVILLE 1, KY.

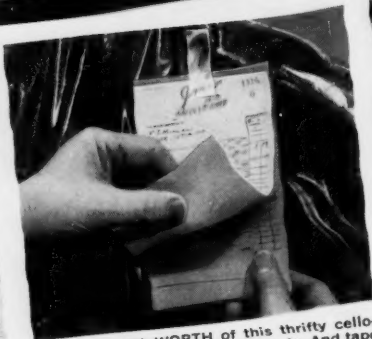
Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles
Foreign Distributors write Export Dept.—Cable Code "CISSELL"

Consult Your Jobber

Hang up real savings with thrifty "SCOTCH" BRAND Tapes!



SINGLE STRIP of "SCOTCH" BRAND Cellophane Tape does three jobs: holds ticket, seals package, forms carrying handle. A real time and money saver!



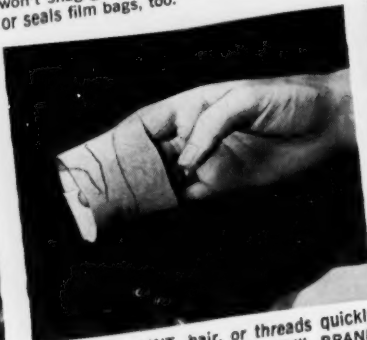
ONE PENNY'S WORTH of this thrifty cellophane tape attaches 23 job tickets. And tape won't snag garment or stick fingers. Mends or seals film bags, too.



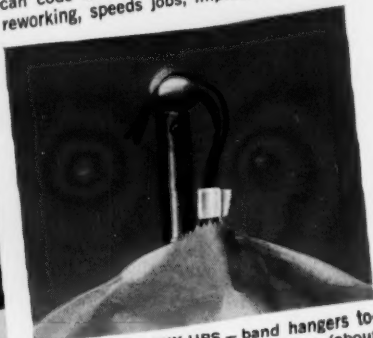
MARK FLAWS or spots with "SCOTCH" BRAND No. 246 colored tape (different colors can code different types of stains). Saves reworking, speeds jobs, improves profits.



STRIPS of "SCOTCH" BRAND Double-Coated Tape hold slippery garments on hangers. Saves casualties on delivery, costs only a fraction of a penny.



BRUSH OFF LINT, hair, or threads quickly with a wide strip of "SCOTCH" BRAND Masking Tape wrapped around the hand, sticky side out. Cuts labor time, cuts costs.



STOP COSTLY MIX-UPS — band hangers together with No. 246 colored tape (about 1/20th of a penny's worth). Makes carrying easier, too. Colored tape can also flag "special attention" orders.



"SCOTCH" IS A REGISTERED TRADEMARK OF 3M CO., ST. PAUL 5, MINN.

**MINNESOTA
MINING AND
MANUFACTURING COMPANY**

...WHERE RESEARCH IS THE KEY TO TOMORROW



DOUBLE ACTION FORMULA

(Riddax—Skortex)

**Wyandotte's new Double-Action Formula
beats anything you ever tried
for washing colored work!**

Now at last there's a way to get colored fabrics clean. *Really* clean. Clean enough for your most particular customers!

No more faded or running colors! With Wyandotte's Double-Action Formula, colors come out brighter than ever before.

No more odor problems! The Double-Action Formula leaves no dye odor on fabrics.

The Double-Action Formula combines the cleaning power of RIDDAX® and SKORTEX®.

Both of these products are already famous in their own right for getting colored work clean. They are even more effective together, in this economical, easy-to-use formula.

So get in touch with your Wyandotte man today. He'll show you results like you've never seen before. *Wyandotte Chemicals Corporation, Wyandotte, Michigan. Also Los Nietos, California, and Atlanta, Georgia. Offices in principal cities.*



J. B. FORD DIVISION
Specialists in Laundry Washing Products

READER'S GUIDE

THE LAUNDRY JOURNAL

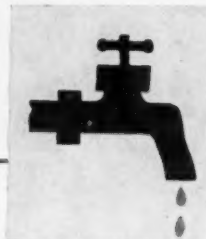
VOL. 67, NO. 7

JULY 1960

Founded in 1893 as Starchroom Laundry Journal



PROMOTION: Milbren's—the first brand-new laundry to be built in Charleston, South Carolina, in 25 years—has some novel ideas on promotion and raising money through the sale of stock 22



ENGINEERING: Water represents better than 99 percent of the supplies used in the laundry. It's not an inexhaustible commodity and shortages spell trouble. Here are six ways to stretch the supply in your plant operation 32

Personnel:	There Is a Pension Plan To Fit Your Needs	I. Austin Kelly III	18
Leadership:	Manage—or Else	A. L. Christensen	24
Merchandising:	Coin-Op Coming Attractions		26
Building:	Consolidation in California	Lou Bellew	28
Public Relations:	Regional Meetings Spur Industry's PR Program		34
Textiles:	The Psychology of Textiles	Dr. Ernest Dichter	36
Production:	If You Use Perchloroethylene Solvent		40
	Handy Hampers		45
Distribution:	Truck News		46
Conventions:	North Carolina Fullers' Meeting		48
	California Linen-Laundry Show		52
	Pacific Northwest Meet		52
	Wisconsin LM's Hold Three-Day Institute		54
Advertising:	Yellow Pages: Key to New Linen Supply Sales		58
Profile:	Our Institutional Laundry Readers		68
Departments:	New Products and Literature	6	64
	The Issue in Brief	14	71
	Editorial	16	76
	The Button Trap	37	78
	Fibers and Fabrics	38	78
	Bellew Prints	56	83
	Association Activities	60	84
	Have You Heard the Latest		64
	Allied Trade News		71
	News About People		76
	Obituaries		78
	Convention Calendar		78
	Advertisers in This Issue		83
	In the Wash		84

MAIL CHANGES OF ADDRESS AND SUBSCRIPTION ORDERS TO:

The Laundry Journal, Reuben H. Donnelley Corp., 466 Lexington Avenue, New York 17, New York. Change of address should reach us one month in advance.

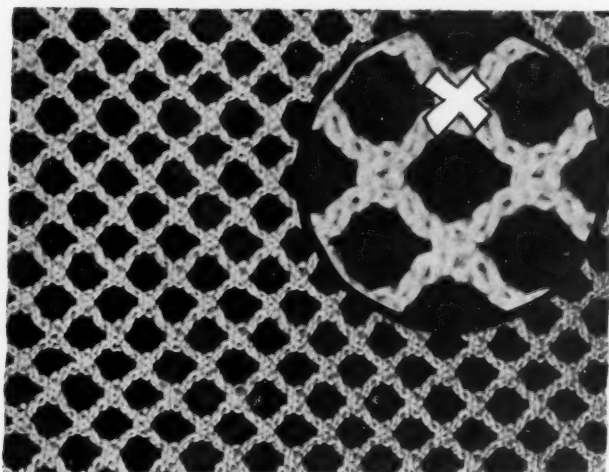
SUBSCRIPTIONS: United States and Canada, \$4.00 per year; foreign countries in postal union, \$6.00 in advance. Single Copy: United States and Canada, 50 cents; foreign, 75 cents. Guidebook issue: \$2.00.

THE LAUNDRY JOURNAL, July, 1960. Published monthly by Magazine Publishing Division, The Reuben H. Donnelley Corporation. Executive and Editorial Offices, 466 Lexington Avenue, New York 17, N. Y. Publication Office, 109 W. Chestnut Street, Lancaster, Pa. Volume 67, No. 7. Entire contents of this publication covered by general copyright 1960. The Reuben H. Donnelley Corp. All rights reserved. Title registered U. S. Patent Office. Entered as 2nd class matter June 1, 1948, at the Post Office, Lancaster, Pa., under the act of March 3, 1879.



GRANITE

the new, super heavyweight* nylon
knitted net... by GIBRALTAR



← X marks the
strongest point on
the **GRANITE NET**...
the spot where most
nets wear out first!

*Guaranteed 7½ pounds
per dozen, 24"x36" size.

- Extremely heavy for long wear (7½ lbs. per doz., 24x36 size)
- Unique 5 bar construction. Lock knitted and reinforced; resists pin damage, does not snag buttons; ideal for easy, rapid pinning.
- Seams double-sewn; guaranteed not to open for life of net.
- "Gibraltarized" — Pre-Shrunk, for maximum retention of capacity and shape. **21" x 36" GRANITE** has same capacity after washing as **24" x 36"** of other nets.

- Available in white or 8 chrome-dyed colors; guaranteed never to fade or bleed.
- **FREE SAMPLE**—send request on your letterhead.

COLORS

WHITE, RED, BLUE, GOLD,
GREEN, BROWN, ORANGE,
VIOLET AND BLACK

SIZES

14"x20"	21"x36"
18"x30"	24"x36"
21"x33"	30"x40"

GIBRALTAR FABRICS, INC.

254 — 36TH STREET, BROOKLYN 32, N. Y.

GIBRALTAR'S PRODUCTS ARE SOLD THROUGH LEADING DISTRIBUTORS EVERYWHERE

NEW products and literature

For further information or literature, write the manufacturer on your business letterhead, mentioning THE LAUNDRY JOURNAL.



DETERGENT VENDER

The 1960 automatic vending machine for Gingham Gal products dispenses both detergent and bleach. Each 10-cent box dispensed contains enough for an 18-pound wash.

Bass Soap Company, Box 432, Abilene, Tex.

PIPE STRAINER BULLETIN

A free four-page bulletin—No. 1210—covers four basic types of pipeline strainers. Sarco Company, Inc., 635 Madison Ave., New York 22, N. Y.

FIRST WITH PDQ

Loraine Cleaners and Dyers, Inc., Chicago, recently became one of the first firms in the dry-cleaning industry to operate the new White (Motor Company) PDQ multistop delivery truck. Loraine's unit has 315-cubic-foot load space and has been designed to hold three rows of garments. This model, a PDQ-B-10, has a 4-cylinder, 70-hp. engine.

The White Motor Company, 842 E. 79th St., Cleveland 1, Ohio.

TWO NEW BRINEMAKERS

Morton's new Model E-S is made of extra-heavy stainless steel with stainless-steel or brine-inert plastic fittings. Model E-P, of heavy wall virgin plastic formula material, is translucent to permit observation of salt supply and liquid level.

Morton Salt Company, 110 N. Wacker Dr., Chicago 6, Ill.

THERMOSTATIC STEAM TRAPS

A new line of thermostatic steam traps includes high- and low-pressure types in pressure-balanced thermostatic and float-thermostatic designs. Operation is by a patented bi-metal element with universal joints. Described in Catalog FE-310.

MIL Division, Farris Engineering Corporation, 732 Commercial Ave., Palisades Park, N. J.

IMPROVED FORM FINISHER

The improved Cissell Form Finisher features more positive bag adjustment for wider range of garment sizes, new porous nylon bag, longer back clamps and ventilated shoulder.

W. M. Cissell Manufacturing Co., Inc., 831 S. First St., Louisville, Ky.

CHANGE-MAKER VAULT

New maximum security vaults for Standard Change Makers feature a quadruple locking mechanism, specially designed for coin-op laundries. Built of 3/16-inch steel, for wall mounting or stand.

Standard Change-Makers, Inc., 422 E. New York St., Indianapolis 2, Ind.

TRUCK CATALOG

A new Divco truck catalog lists all optional engines, transmissions, drive controls, doors and special equipment for each of the company's 14 multistop delivery truck series.

Divco Truck Division, Divco-Wayne Corporation, 22000 Hoover Rd., Detroit 5, Mich.

WATER-HEATER LINING

A new water-heater glass lining, called Armored Jetglas, is said to have increased ability to withstand chemical action, also to be made stronger by a process which eliminates glass bubbles. The heaters can be hooked up in dual, triple and quadruple units, are approved by National Sanitation Foundation.

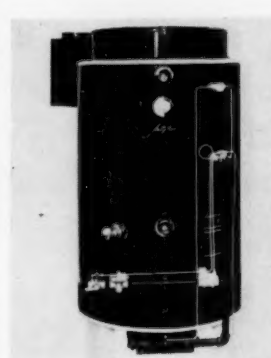
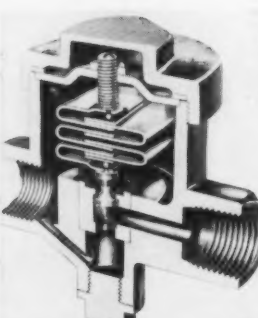
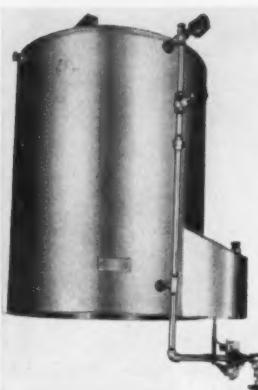
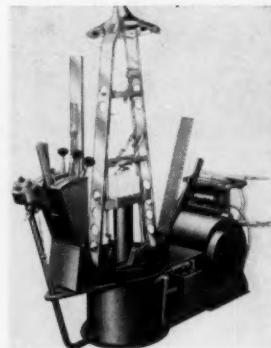
Day & Night Manufacturing Company, P. O. Box 2222, La Puente, Calif.

MULTI-CLIP WALL BOARD

Klip-All is a new multiple-clip wall board unit for visibly holding orders, route sheets, invoices, etc. The lightweight metal boards have clips for calendar periods or work weeks.

L. D. Blehart Company, 10 Fiske Place, Mt. Vernon, N. Y.

Continued on page 10



The Secret to the Best Wash possible . . .

AND ONLY **BRAUN WASHER-EXTRACTORS** CAN OFFER

THESE EXCLUSIVE FEATURES

DROP

the unique design of the cylinder lifts the wash load a full 170° before allowing it to tumble over the contoured ribs. And only Braun offers this feature.

RUB

Braun's exclusive non-perforated partitions pick up the clothes fully saturated again and again to completely dissolve and suspend the soil. Eliminates abrasive action of inferior dry rubs. Here the old-fashioned "scrub board" action is perfected to its scientific best. And only Braun offers this feature.

SQUEEZE*

At the bottom of the big drop, the wash, fully saturated, is squeezed between the partition and the cylinder wall. Only Braun offers this feature.



Braun's exclusive contoured rib design lifts the load and drops, rubs and squeezes it for maximum soil removal.

BIG DROP-WET RUB-SQUEEZE *means average*
99% whiteness retention, 4% tensile strength loss.

**Above washing action combined with short "Intermediate Extraction" consumes only 2.5 gallons of water per lb. of clothes.*

**BRAUN'S PIONEERING AND RESEARCH
ASSURES YOU ALL THIS PLUS . . .**

YOU SAVE . . . up to 60% in labor

YOU SAVE . . . up to 50% in water

YOU SAVE . . . supplies, space, fuel

No wonder over 8,000,000 pounds of laundry are washed, extracted and pre-conditioned in BRAUN WASHER-EXTRACTORS in hospitals, linen, diaper and industrial laundries all over the country.

OUR ONLY BUSINESS IS WASHER-EXTRACTORS

G. A. BRAUN, INC.



Pioneer in Automation

461 E. Brighton Ave., Syracuse, N. Y.

**Most complete range of
WASHER-EXTRACTORS**

60	250-275
100	300-325
200	375-400
	600-650

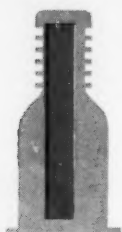
Over 1000 Installations


INTRODUCING: THE ALL-NEW

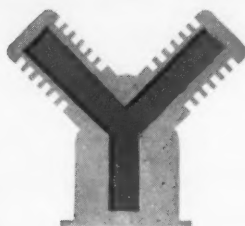





**WORTHINGTON
X COMPRESSOR**
is the newest, most
modern air-cooled
compressor on the
market. The X shape
has been achieved by
a short stroke design
with reduced cylinder
overhang and by use
of a wide stance base.

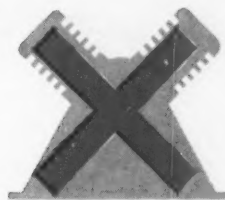
NORTHINGTON COMPRESSOR





Z-SHAPE compressor is prone to harmful vibration in both horizontal and vertical planes as the two pistons travel up and down in opposite directions.  Cooling is also a problem. Only one cylinder is in the direct path of cooling air from the compressor fan and there is about 40% less cooling surface.



Y-SHAPE increases cooling by spreading cylinders. The vibration problem, however, is only partially solved. Pistons operating at 45 degrees to horizontal  tend to rotate the compressor  When supported by a small, narrow base  the unit tends to be unstable and prone to harmful vibration.

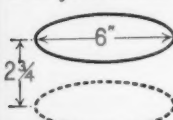


X-SHAPE compressor gives excellent cooling plus minimum vibration. The same twisting forces occur  as the pistons move back and forth but this compressor with its wide stance base  is more stable. As a result, there is less internal strain, and vibration is considerably reduced.

New design reduces vibration—enemy of compressor life

Vibration is the mortal enemy of every reciprocating machine. Sooner or later vibration must exact its toll in the form of wear or failure. Controlling vibration is the secret of building compressors that run longer and quieter with less maintenance. Our new X compressor was designed to be the most "rock steady" unit on the market. *Vibration is so negligible that we have balanced a coin on an X compressor while it was running.*

The story behind this first air cooled compressor redesign by a major manufacturer in 15 years is interesting.

 Our engineers started with a modern short stroke, large bore design. (A typical cylinder has a diameter of 6"; stroke of only 2 3/4".) This design reduces piston travel and wear, and increases efficiency.



The short cylinders that resulted made it possible to reduce cylinder overhang considerably. Then the width of the base was increased until an X shape was obtained.

Concurrently, the decision was made to operate at higher rotative speeds. This reduced size and weight. The X design is 15% to 20% smaller and lighter than most compressors. The X compressor was designed to operate up to 1750 rpm (versus a top of 900 or so for most other units.) Its short stroke design, however, makes piston speeds very conservative. They never exceed 700 feet per minute.

The new X compressor has many other innovations. Its silicon treated filter element is 99%+ efficient. Its shell-molded, ductile iron crankshaft has better balance and greater strength. Its aluminum con-

necting rods increase heat conductivity and reduce reciprocating weight. In all, more than 25 separate innovations were incorporated in the design.



The new X compressor is equipped with Worthington's famous Feather* valve. The lightest, fastest-acting valve in the industry, the Feather valve has compiled an outstanding performance record. (A recent survey indicates that operating men prefer them two to one over the next nearest type).

Worthington's New X compressor is available as a bare compressor or base or tank mounted. Standard belt-driven units are available in ratings from 3/4 to 15 hp and 40 to 250 psi. Monobloc units from 1 1/2 to 5 hp, 175 psi. For more information, call Worthington distributor listed under "compressors" in yellow pages or mail coupon.

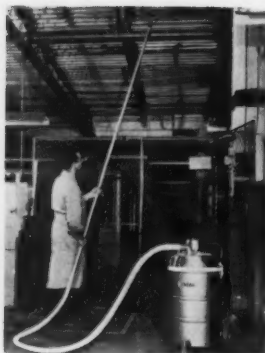
*Reg. Trademark U. S. Pat. Off.



WORTHINGTON CORPORATION
SECTION 34-3
HOLYOKE, MASS.

I'm interested. Send me a copy of Bulletin 3405-82 describing your new X compressor line.

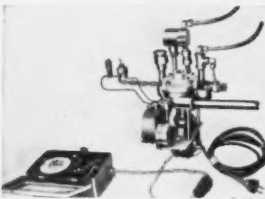
NAME _____
COMPANY _____
ADDRESS _____
CITY AND STATE _____



VERSATILE VACUUM

New 4-Star industrial vacuums feature wet and dry pick-up, both intake and blower located in head, long extensions.

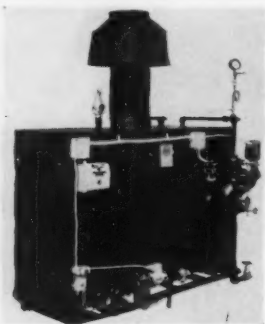
General Floorcraft, Inc., 3630-50 Rombouts Ave., Bronx 66, N. Y.



WATER-CONDITIONER MECHANISM

The improved Reynolds electric-motor-driven valve and timing mechanism for fully automatic water softeners and filters provides downflow in service, upflow backwashing (with water), downflow brining and downflow rinsing.

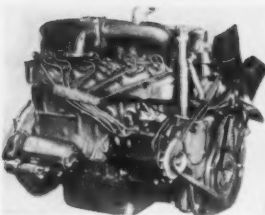
Reynolds Water Conditioning Company, Detroit 4, Mich.



HORIZONTAL BOILER

A new horizontal drum steam boiler comes in sizes from 6 to 20 hp. The gas-fired boiler features full insulation, complete equipment and automatic operation.

Sid E. Parker Boiler Mfg. Co., 2061 E. 37th St., Los Angeles 58, Calif.



DIESEL ENGINE

New International D-301 diesel engine has 110 horsepower, natural aspiration. Intended for medium-duty International trucks, the engine is designed for short-haul, light-load use. Available in International B-160 and BC-160 series model trucks rated at 16,000 to 19,000 pounds GVW.

International Harvester Company, 180 N. Michigan Ave., Chicago 1, Ill.

NEW PRESS LINE

A new line of Power-Ramic laundry and drycleaning presses features open-type frame enclosed in removable plastic panels, a power actuator cylinder to eliminate balance springs, convenient location of controls and a jumbo muffler.

A folder of individual sheets illustrates this and other Prosperity equipment.

The Prosperity Company, Division of Ward Industries Corporation, 701 Nichols Ave., Syracuse 1, N. Y.

RECLAIMING UNIT

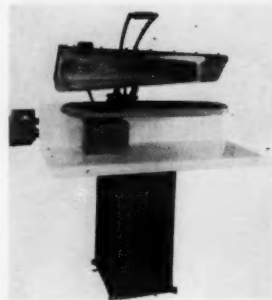
More pounds of laundry with substantial savings were reported by the Chas. Todd Overall Cleaning Company, St. Louis, after installation of Killebrew's new heat reclaiming unit built from copper Tube-In-Strip. This Revere Copper and Brass, Inc., product is a solid piece of sheet or strip copper with built-in passages that may be inflated into tubes by pressure.

Killebrew Engineering Corporation, 8640 Pardee Lane, St. Louis, Mo.

COIN-OPERATED PRESS

A coin-operated, electrically heated press has been introduced. Suggested customer uses for the hand-operated press include finishing sheets, pillowcases, wash pants, shirts, etc.

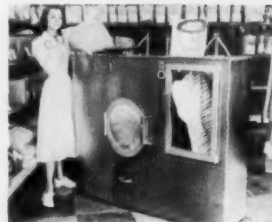
Forse Corporation, 1500 W. Second St., Anderson, Ind.



PILLOW RENOVATOR

A new pillow renovating machine is said to take 5 minutes to sanitize feathers from an old pillow and place them in a new ticking.

Fluff 'n Puff Pillow Service of America, 1645 Hennepin Ave., Minneapolis, Minn.



STEAM-IRON SOLE

An adapter sole for steam irons has a fiberglass bottom surface, metal frame. Construction is claimed to prevent stain or damage to even fragile fabric.

Kwik-Kover Sales Company, 410 N. Kedzie Ave., Chicago 12, Ill.

AUDIBLE INSERT

Poly-Crinkle is a novel bundle insert that appeals to the ear as well as the eye by rustling when touched.

Registered Shirt Laundry Association, 38 E. 57th St., New York 22, N. Y.

LEASING BROCHURE

A new brochure titled "Leasing Releases Working Capital" is available without charge.

Acme Associates, Inc., 321 Palmolive Bldg., Chicago 11, Ill.

POLY CLEANING FLUID

Polyclene, a new cleaning fluid designed for polyethylene containers such as are used by diaper services, is said to eliminate odors as well as stains.

Savon Supplies, Inc., 86-15 Elmhurst Ave., Elmhurst 73, N. Y.

PACKAGE-TYING BROCHURE

A new brochure, No. 200, illustrates and describes the line of Bunn automatic package-tying machines.

B. H. Bunn Company, 7605 Vincennes Ave., Chicago 20, Ill.

TRUCK BODY BOOKLET

A 16-page booklet explains six major advantages of aluminum truck bodies.

Brown Trailer Division, Clark Equipment Company, Box 410, Michigan City, Ind.

BOILER CHECK CHART

A free Boiler Maintenance Check Sheet Chart may be used with oil-, gas- or coal-fired automatic boilers.

Commercial Boiler Control Co., 11 Bleecker St., Albany, N. Y.

NEW EXTRACTOR COVER

Nylon coated with Hypalon, a new synthetic rubber, makes Coverlight-H fabric used for an extractor cover that is said to be long-wearing, non-raveling, non-shrinking, and not to rub off on whites.

Galesburg Canvas Products, 187 Losey St., Galesburg, Ill.

STORAGE INVOICE

A combination storage invoice, receipt and contract is a multicolored four-part form with attached temporary storage receipt.

First copy is on safety-check paper, with contract terms on the back; second and third are of contrasting color, fourth of heavier stock for easy filing.

Willco Tailored Business Forms, Willco Sales Company, Kansas City 32, Mo.

Procter & Gamble research brings you better-than-ever

OZONITE



The best detergent ever built for top efficiency and economy!

Improved in Procter & Gamble's laboratories, Ozonite has proved better than ever in field tests under actual working conditions. Results show that this ready-to-use balanced blend of high titer soaps and alkaline builders gives superior soil removal, excellent whiteness maintenance and wide safety to fabrics, load after load.

And because Ozonite is always uniform in strength and quality, even an inexperienced washman finds it easy to get results you'll be proud of. When the proper suds level is reached, he knows he's added the right amount of Ozonite. Moreover, because of its balanced composition, Ozonite requires fewer rinses.

Save time, manpower and money with the complete detergent—today's improved Ozonite! Try it for 30 days. For more information, write:

Procter & Gamble

Manager, Bulk Soap Sales Department P. O. Box 599, Cincinnati 1, Ohio

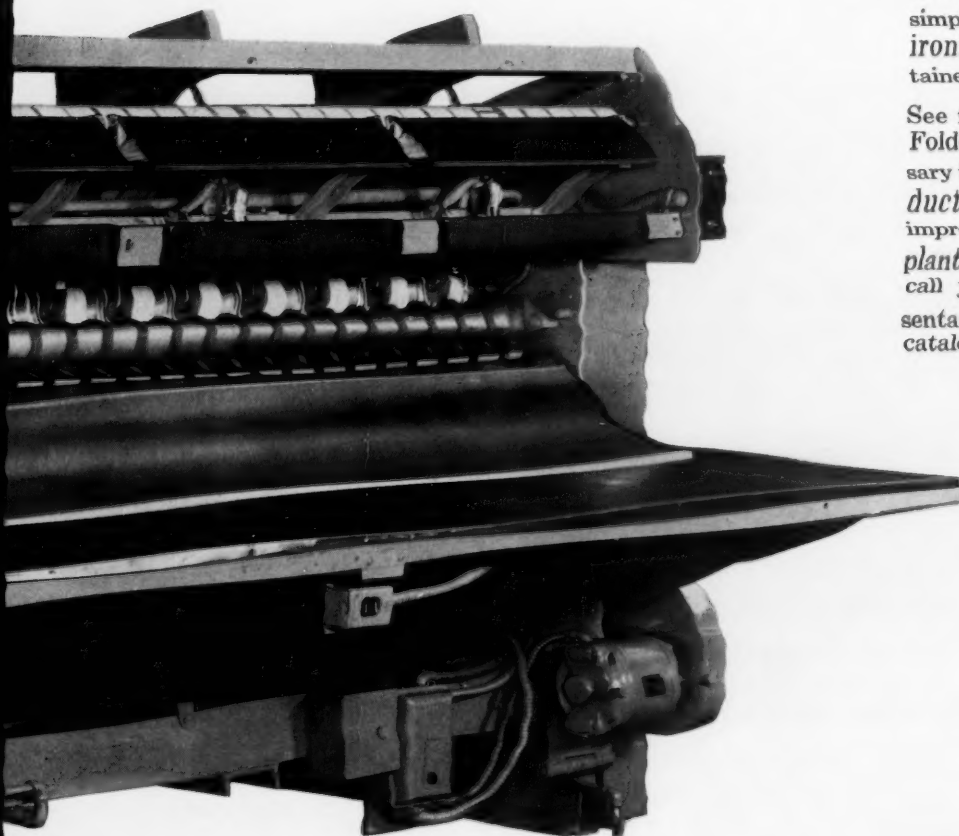
THE AMERICAN FOLESTAK 7 TYPES, 140 DIFFERENT FOLDING, STACKING AND



THE AMERICAN LAUNDRY

THE LAUNDRY JOURNAL

FOLDER-STACKER COMBINATIONS OF BY-PASSING



Fantastic flexibility for both single and multi-ironer plants. You can fold, stack and by-pass—large, medium and small pieces—individually or simultaneously, in numerous combinations of lanes and widths.

For example, Folestak Folder-Stackers are available to give you various combinations of:

- One, two, three, four or five folding lanes
- One, two, three, four, five or six stacking lanes
- One, two, three, four, five or six by-pass lanes

These three operations are controlled and changed at the touch of simple Selector Switches. Highest ironing speeds are always maintained.

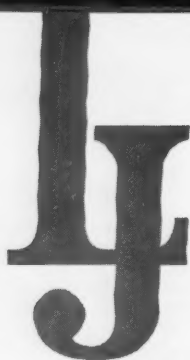
See for yourself how a Folestak Folder-Stacker will add the necessary ironing versatility to boost production, cut finishing costs and improve quality of service in your plant. For complete information call your nearby American representative, or write for illustrated catalog.

MACHINERY COMPANY, CINCINNATI 12, OHIO

JULY, 1960

You get more from

American



The issue in brief

Manage—or else!

Laundry management consultant A. L. Christensen reviews the basics of sound management and rediscovers the “secret” ingredient that makes for success: You’ve got to know how to motivate people.

Coin laundry developments

You may have thought you’ve seen everything, but merchandising-minded distributors are now selling coin-ops on wheels as well as in the sky. The mobile unit is a fully equipped trailer which simplifies construction. It also gives the owner the opportunity to pick up and move if a location doesn’t pan out. The cantilever coin-op was designed for crowded shopping-center areas where ground space is at a premium. The base supporting the store takes up only 150 square feet.

Pension programs

Here’s an article by a specialist who says no plant is too small to have a pension plan for key personnel. You as an owner can also obtain coverage and get a better tax break while doing it.

If you use perc . . .

you can now get better than 20,000 pounds of cleaning per drum, thanks to modern solvent mileage-stretchers such as muck cookers, steam sweeps, vapor adsorbers, etc. But don’t overdo a good thing. Solvent does break down through repeated reclamation and prolonged steam sweeping. If you’re not careful your “savings” may prove costly.

Dr. Dichter on textiles

The leading exponent of motivational research studies the appeals and psychology of cotton, wool, silk, linen and synthetic fabrics. You may not agree with all his findings but you’ll agree that his ideas are interesting and worth knowing.

Water-saving ideas

Impending water shortages in Western areas prompt this article giving six ideas for saving water. Summary: (1) Organize for better water management. (2) Stop everyday waste. (3) Use meters and records. (4) Install controls. (5) Check evaporative cooling. (6) Study reuse possibilities.

Industry leaders

Meet AIL’s newly elected president—Gene Hawk of Miller’s Laundry, Des Moines, Iowa—and three new directors of the board, Paul Rickett, Ballston Spa, New York; C. E. Morgan, Decatur, Georgia, and Irving G. Garcelon, Galesburg, Illinois.

PR in action

The “PR Flying Squad” program, to get laundrymen going on the “female image” concept, is regarded as a success by industry leaders. Six sessions have been held to date. Also, meet the girl who got the program off the ground and “Anne Sterling” who has just been hired to represent the industry nationally./ The National Baby Care Council, originated by the Diaper Service Industry Association, launches a baby sitters’ training program.

Convention reports

This month LJ brings you the highlights of the Fullers’ convention in North Carolina / the California Laundry & Linen show at San Diego / the Pacific Northwest annual at Tacoma, Washington / and the Wisconsin Institutional Laundry Managers’ Institute at Milwaukee.

New Fender Cloth cuts supply costs in half



**Under everyday hard usage, fender cloth of 100% Acrilan*
outlasts old-style cloth at least 4 times!**

Battery acid, hot trouble-lights, grease, oil, and constant washings. It's this tough, rugged grind that eats the life out of your ordinary fender cloths so fast. And it's exactly under these everyday rough in-service conditions that new fender cloths of 100% Acrilan acrylic fiber prove such a tremendous buy. Because they can take it longer... and better... than other cloths you can use!

Here's why fender cloths made of Acrilan are virtually garage-proof. Resistant to acid, heat, scorching, shrinking. Washing

easily, staying pliant, seldom needing mending. And though they *initially* cost more than your old-style cloths—on a

cost-wear basis, you save plenty: a fender cloth of 100% Acrilan acrylic fiber will still be going strong when you've replaced that ordinary one for the fourth time!

Why not investigate these new long-lasting fender cloths of 100% Acrilan for yourself? See how they can help make your operation more profitable. For full details, contact your industrial laundry supplier, or write:

Chemstrand has licensed this "A"-Acrilan trademark as an ingredient trademark for those fabrications that provide utility, function and consumer value. In order to obtain a license to use this trademark, the fabrications must meet certain rigid specifications as established by The Chemstrand Corporation.



*Reg. U. S. Pat. & Tm. Off.

Chemstrand makes only the fiber; America's finest mills and manufacturers do the rest.

THE CHEMSTRAND CORPORATION • GENERAL SALES OFFICES: 350 FIFTH AVENUE, NEW YORK 1, N. Y.

DISTRICT SALES OFFICES: 350 Fifth Avenue, New York 1; 3 1/4 Overwood Road, Akron, Ohio; 197 First Avenue, Needham Heights, Mass.; 129 West Trade Street, Charlotte, N. C.; California Office: 707 South Hill Street, Los Angeles 14 • Canadian Agency: Fawcett & Co., 34 High Park Blvd., Toronto, Canada • PLANTS: ACRILAN® ACRYLIC FIBER—Decatur, Ala.; CHEMSTRAND® NYLON—Pensacola, Fla.



Our hope for the future

We have editorialized on and off, for the past two decades, on the need for establishing some sort of activity which would keep the young men coming into our industry interested in laundering.

We were naturally delighted to see the American Institute of Laundering establish the policy of holding annual conferences specifically for young men back in 1950 under the leadership and insistence of Fred McBrien, then president of AIL.

The initial meetings were a huge success. The first, held in Chicago, attracted better than 250 registrants. The young men spent three days and a good portion of their evenings thinking, talking, constructively criticizing and examining the laundry business from stem to stern. At the same time, they made friends with other young laundrymen from all parts of the country.

It made—and still makes—good sense to cultivate this enthusiasm among those who will one day succeed us in an industry that still holds great potential for profit, service and personal satisfaction.

We are glad the Institute supports this activity and we endorse it wholeheartedly. What disturbs us, however, is that the attendance at these conferences has fallen off in recent years.

We would hate to see such a good idea fall by the wayside; it's certainly important enough to merit everyone's serious consideration.

- It's true that up until two years ago the Young Men's Conferences were held just before the National Institute of Drycleaning's convention and exhibit, and this has obviously had something to do with attendance. This arrangement is no longer possible since the AIL and NID national programs are now run back to back. Perhaps the dates might be changed in the future so that the conferences run with diaper, linen supply or institutional conventions.

- It is also true that some of the young men are generally on more confining jobs, such as production superintendent, sales manager, office manager, or some of the other more important production jobs. They find it difficult to get away. But it's all the more reason why they should.

They need some place where they can express themselves on laundry problems without restraint, some place where they would find sympathetic listeners for their "gripes."

It is part of their training to attend industry meetings, and the progressive plantowner will see they get the opportunity.

- Another area that bears reevaluation is the programs themselves. Are the subjects interesting and pertinent? Are the speakers noteworthy? Is the general atmosphere of the meeting site conducive to this type of managerial seminar? What do the young men have to say about the program makeup? Perhaps this task might be turned over to the AIL Alumni Association or assigned to regional young men's groups. It's worth considering.

The laundry industry—and we speak now of family, linen, institutional, diaper and industrial laundries as a whole—can benefit from the enthusiasm and fresh approach of this age group. But it must make some effort right now to maintain a climate which will attract its future leaders.

Edward B. Wintersteen,
Executive Manager
Arthur F. Schuelke, General Manager
Henry Mozdzer, Editor

Lou Bellew, West Coast Editor
Gerald Whitman, Associate Editor
Harry Yeates, Associate Editor
Galina Terr, Managing Editor
Rollin Nelson, Presentation Editor
Joseph C. McCabe,
Engineering Editor
Louise Mazza, Editorial Assistant

Thomas J. Hanly, Business Manager
Frank L. Mack, Circulation Manager
Catherine A. Carroll,
Production Manager

Richard M. Copeland,
General Advertising Manager
Edward W. Korbel,
Advertising Director
Kenneth R. Harris,
Midwestern Advertising Manager
Joseph M. Boniecki,
Midwestern Representative
Hugh Hollyday,
Los Angeles Representative
Dave Zander,
Los Angeles Representative
William Smith,
San Francisco Representative

VOLUME 67, NO. 7.

Published monthly by the Magazine Publishing Division, The Reuben H. Donnelly Corporation, 466 Lexington Avenue, New York 17, N. Y.

David L. Harrington, Chairman of the Board; Gaylord Donnelly, Vice-Chairman of the Board; Curtiss E. Frank, President; Edward A. O'Rourke, Vice-President; Fred C. Ash, Secretary-Treasurer and General Counsel; Karl G. Clement, Controller.

New York Executive, Editorial and Advertising Offices, 466 Lexington Ave., New York 17, N. Y. Telephone: ORegon 9-4000.

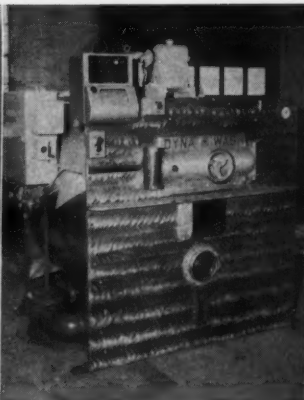
Chicago Editorial and Advertising Offices, 59 East Van Buren Street, Chicago 5, Illinois. Telephone: WAbash 2-7738.

West Coast Editorial Office, 4743 Collis Avenue, Los Angeles 32, California. Telephone: CLinton 7-4410.

West Coast Advertising Representatives: Smith & Hollyday, 22 Battery Street, San Francisco 11, California. Telephone: YUkon 1-1299, and 5478 Wilshire Boulevard, Los Angeles 36, California. Telephone: WEbster 8-0111.

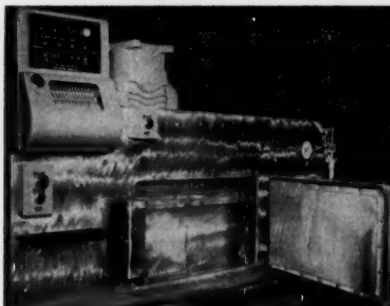
The "L. M." WHO THINKS
for himself will choose
Dynamic 3-D
DYNA WASH
Every Time

For efficiency, economy
and ease of operation
... because

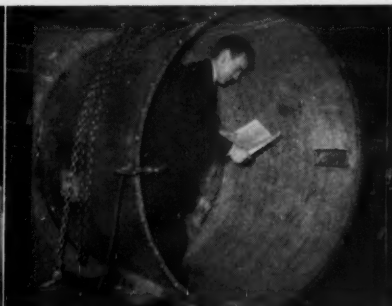


No special foundation needed.
Anchors to 18-inch concrete.

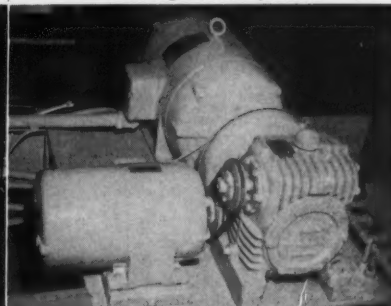
120 lb. "Junior" possesses all outstanding "Senior" qualities.



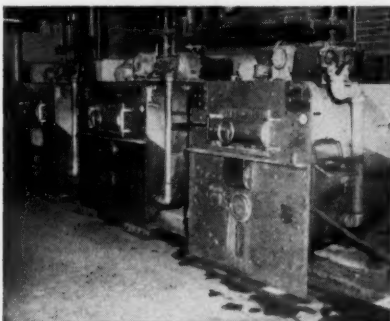
Simplest, safest, easiest to operate and service.
Cuts labor costs in half. Positions door automatically. Pays for itself within two years.



Powerful but compact. Costs less to buy, with no hidden charges; comes fully equipped; nothing else to buy; easy to install; upkeep negligible.



Quality power assembly. Lifetime expectancy. Operates with 10 HP motor while others require 20 HP or more. Less power. Creates less vibration.



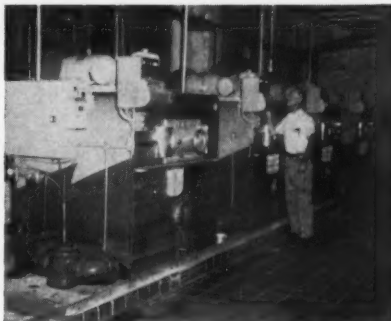
1st, 2nd, 3rd installations at New Britain Hospital. Requires only two rinses even for surgery. Tests show top quality water after 2nd rinse.

In 1955 there was **ONLY**
DYNA WASH

Now there are other
Washer-Extractors but
still there is **ONLY One**
DYNA WASH

1st successful 300 lb. machine
1st New 3-D type construction
1st to break vibration barrier
DYNA WASH

is imitated but not equaled
Investigate Today



1960—4 of 8 Dyna Wash at J. C. Medical Center. Doubles capacity of washrooms. Less water and supplies. 100 lbs unloads in less than minute.



Standard Automatic Model
without injection
DYNA WASH

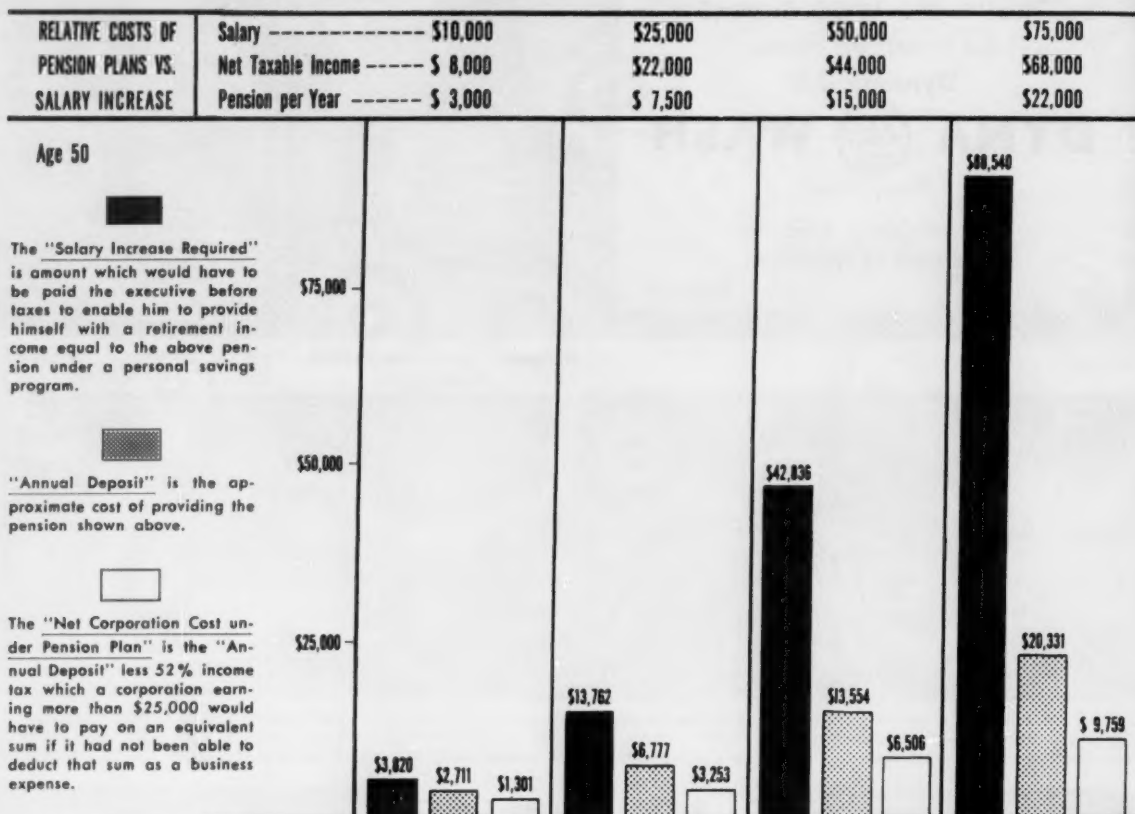
300 lb. capacity "Senior"
\$12,975

120 lb. capacity "Junior"
\$8,000

Trademark U.S.P.O. Patented 2,875,602
2,835,123

F.O.B. New Britain

Manufactured EXCLUSIVELY by The EDRO Corp., New Britain, Connecticut



PERSONNEL

THERE IS A PENSION PLAN

Large and small plants can get coverage

FOR SOME TIME, management of small and medium-size laundry companies has been concerned with setting up some form of pension or profit-sharing plan for their key personnel.

Over a span of more than 25 years, I have spoken to many small and medium-size companies throughout the country. They tell me that the main reason they have not installed a plan is one of three:

1. First, existing plans are too complicated. I have studied some of them, and I'll go along with these prospects because I'm supposed to be an expert and I can't figure out exactly what the advocate of the plan is attempting to sell.

2. Second, they felt that being a small or medium-size company, they

could not afford a plan. They may be all right for the larger company, but it was something else for them.

3. Third—and I think one of the most important reasons—they could not make a commitment over a long period of time because they did not know what their financial condition would be in the future.

So, many of the companies simply had put this problem off to a future date, and, of course, that's not the answer, either. For those of you who are having your sons continue the business, I don't think it's quite fair to ignore this problem and pass it on to them.

They are then faced with one of two solutions to this problem of pension or profit-sharing plans. One is to

continue an employee way beyond his usefulness to the company. In other words, instead of receiving \$1.50 for every \$1 that you pay him, you are receiving only 80 cents, and that loss must be labeled a "hidden pension"—there is no other name for it. He is not earning the money that you pay him. So that is no solution.

The only other solution is to fire that man. You can readily see what effect that would have upon a small company and its morale if a man who has given a great many years to the firm is suddenly discharged.

WHAT ABOUT THE KEY MAN?

Before we go into the realistic solution to this problem, let us look at the question of the key man. This is the

RELATIVE COSTS CHART

This chart shows the advantage of a corporation's purchasing a pension plan for a key employee over giving him a bonus in an amount which would be required by him to purchase his own pension plan.

For example: For a man with a \$25,000 salary, it would be necessary to give him a bonus of \$13,762 for him to net \$6,777 (after he paid the income tax on it), which is the amount required to purchase a pension of \$7,500; whereas, the corporation can purchase this same pension for him (if it is in the 52 percent bracket) for \$3,253, a saving of \$10,509!

PROBLEM: →

The owner of a small close corporation, age 55, desires to withdraw a sufficient amount from his company's earnings during the next ten years to create a fund with which to retire. He feels that he can safely withdraw as much as \$30,000 a year, before taxes.*

ONLY TWO PLANS ARE AVAILABLE

PLAN A

Withdraw as much as possible of the \$30,000 as additional income for each of the next ten years.

PLAN B

Create a qualified Pension Plan for his staff with himself as a participant.

PLAN B YIELDS TWICE AS MUCH

TAX RESULT

From the earnings of the corporation \$30,000
52% tax bracket 15,600
Left after taxes \$14,400

In order to withdraw the \$14,400 it must be declared as additional salary.

50% personal income tax bracket \$ 7,200

Maximum amount possible to withdraw . . \$ 7,200

Result at end of 10 years
Maximum amount possible to accumulate in a Fund \$72,000

* the same idea applies to companies and owners in lower tax bracket

Owner's total cash under Plan: B. \$150,000
A. 72,000

OWNER'S GAIN UNDER PLAN B. \$ 78,000

Out of the total contribution of \$30,000 to fund the Pension Plan, an amount of \$15,000 is deposited to the owner's account.

a) There is no tax on the \$30,000 as it is written off as a corporate deduction.

b) The money deposited each year is not reported as taxable income for the owner and other participants.

Result at end of 10 years
Amount accumulated to owner's credit in Fund \$150,000

TO FIT YOUR NEEDS

first of the basic problems: how to recruit this key man. Every company has the right place for that man. If it has not, it will make a place for him because he is the one who will be profitable to the company.

Looking into the future, I do not think it is going to be any easier to bring this man into your company than it is at the present time. Your problem is not only to recruit the right man, but to keep him. In training a salesman, you might put in two or three dollars for every dollar you'll get back; but after three or four years, your money starts coming back.

He has built up a clientele. Now the question you have to ask yourself is: Is that clientele his, or is it yours? At this time, some competitor comes

along and offers him more than you can give him. And away he goes. Today that key man—and we have heard this many times—is not interested in additional income. His income is high now and he is paying high taxes. The big thing that interests him is some kind of deferred compensation.

This is one of your basic problems: how to recruit that man; how to keep him on your team; and how to have him reject flattering offers that might come along. If no one gives him a flattering offer, you might think you have chosen the wrong man.

WHAT ABOUT THE PLANTOWNER?

Your next big problem is how you can take care of yourself. Many of



I. Austin Kelly III has devoted the past 27 years to pension and profit sharing plans, specializing in the needs of small and medium sized companies. He is a graduate of the Massachusetts Institute of Technology and did graduate work at Harvard University and at Oxford University in England.

His articles on pension and profit-sharing plans have appeared widely in publications of business and industry. He has also addressed many conventions of trade associations, accounting groups and other organizations. He is president of the National Employee Relations Institute, Inc., of New York City.

Explain the personal benefits to key employees . . .

you started in a conservative way. You couldn't take any money out of the business to start with. You had to plow it all back in.

Now you are around 55 or 56 and you'd like to pull some of this money out. When you talk to your accountant, you hear the sad story that by the time you get it out of the business, there is very little left after taxes. To me, this is a more serious problem than the key man problem. You seem to be the forgotten man. These, then, are the two basic problems of any small and medium-size business.

There are two courses open to you who face this problem. First, you simply put it off again. By doing nothing, here is what happens:

The chart shows a company that is making \$15,000 a year and is in the 52 percent bracket. The same basic thinking follows through if you make \$5,000 or \$10,000. If you do nothing about it, the Government takes its share and leaves after taxes \$7,200.

Now you say to yourself, "I'm going to take something out for, after all, it is my business." If you try to withdraw that money and you are in the 50 percent bracket, you end up with \$3,600. Over a period of 10 years, you will actually earn \$36,000.

Here's something that you could have done and can still do. Plan "B" in the chart shows how you can double your money. Of the \$15,000, the Internal Revenue Department allows you to segregate at least 50 percent for yourself. You do not have to pay income tax on this \$7,500 deposited in a pension plan and earmarked for you. It is written off as a corporate deduction. Therefore, in a 10-year period, you have saved \$75,000. This is a gain of \$39,000 over your earnings in Plan "A."

That isn't all. The earnings from the money deposited into your plan are not subject to taxes. If you made 3 or 4 percent, it is 3 or 4 percent net. If you took the earnings out yourself and invested them, then you would have to pay income tax on the earnings on your saving.

If these increased savings interest

you, you may want to know how to go about getting them.

FIT PLAN TO YOUR OWN NEEDS

Two important factors of your plan should be: to keep it flexible, and to have deposits based on the earnings of the company.

How do you know what conditions will be like tomorrow? Design it in such a way that it is *your* plan. Make it meet your particular requirements. If your requirements change, alter or discontinue the plan to meet the situation. Further considerations will be based on these two thoughts. Keep them constantly in mind.

You also have the consideration of where to put the money. There are six ways to fund this plan. One is to buy stocks and bonds with the aid of investment counsel or without. The second is mutual funds, on the theory that they can break it down better than you can. Third, the corporate trustee, a bank. Then there are conservative investments such as Federal savings and loans, Government and savings bonds. Fifth is your life insurance company, and sixth is a combination, picking the best of each.

SELL PLAN TO EMPLOYEES

One other point which I think is one of the greatest omissions in plans: *Sell that plan to the employee.* Spend a little time putting your plan in writing. Have your employees sit down, one by one, if you can. You don't have too many. Explain the plan until they understand it. If they don't understand it, there's something the matter with your written plan, not with them.

See that they appreciate it because we must remember this—the whole purpose of this is to get that man on your team; get him religious about the company; let him realize that every dollar he saves benefits him.

Then, you are getting back to your first problem of recruiting that key man. Where does he come from? Often he comes from your own staff, or from the fact that you have a reputation in the industry of attracting

good key men and rewarding them for their services. Then your older man who is getting older won't hold up the young key boy but will help him on his way.

We always say there are three types of companies that come to our office to discuss this matter. One, those that will never install a plan. Once in a while, maybe their conscience hurts them. They come in—many times through their attorney—and they are more interested in bigger dividends maybe for the widow, but they'll never have a plan. We can sense them, we've talked to so many of them.

The second group will also never have a plan. Every year when we recalculate a plan—and this is the serious part about it and the sad part, in a way—we have to give them a higher figure because of two things. One is that they have lost the 52 percent for the year before (the Government took that)—and the second is that those key employees are a year older. Then after calculating this for five or six years, they get discouraged and fall into that first group which never does have a plan.

KEEP AHEAD OF COMPETITION

The third group consists of those who realize the importance of this; realize it is good business; realize it is a smart investment if set up properly, and get the key men on their team. They realize what is more important than all that, that in comparing two companies with the same financial statement today, with the same machinery, the same type of customers, the difference in five years is going to be the difference in the key employees.

Smart management today realizes it isn't a question of whether to put in a plan or not to keep up with or go ahead of competition, *but when!* So they design this plan to attract key people, to get them on their team. In addition to that, they are also looking after the forgotten man—the man who owned the company and made so much sacrifice bringing it to where it is today. □□

. . . and don't overlook the "forgotten man" -- yourself

MEET Gene Hawk ... AIL'S new president



W. E. (Gene) HAWK, Des Moines, Iowa, was elected president of the American Institute of Laundering for the 1960-61 term by the board of directors. The election was held June 17 at the close of the board's annual three-day meeting in Joliet, Illinois.

Mr. Hawk is president of Miller's Dry Cleaners and Launderers of Des Moines. In the laundry business since 1933, he has been an AIL director since 1956. He represents District 7, which is composed of Colorado, Iowa, Kansas, Missouri, Nebraska and Wyoming.

In accepting the office of president, Mr. Hawk stated that he will continue to emphasize the importance of the national Public Relations for Professional Laundries program. "Personally, I feel it is one of the most important projects undertaken by the American Institute of Laundering. Support of the program and active participation by all laundryowners will strengthen and unify our industry—will make it the successful one we want it to be," he said.

The new president also emphasized the immediate need for finding ideas and means of making the industry more profitable.

He added that he hopes to follow in the footsteps of David Wallace, immediate past president. "We all feel Dave has done an excellent job as president. We've been extremely fortunate in having him as an AIL president."

Mr. Hawk is a native of Belvidere, Illinois, where he received his education. After high school, he enrolled in the Institute's School of Laundry Management and was graduated with the class of 1933. An outstanding athlete in school, he played semipro basketball for a number of years after he entered the laundry business.

In addition to his AIL directorship, Mr. Hawk has served the laundry industry as president of the Iowa Institute of Laundries and the Des Moines Laundryowners Exchange. Active in community affairs, he is a Rotarian and a member of the Des Moines Club and of the Reciprocity Club, which he headed in 1948. □□



P. RICKETT, SR.



I. G. GARCELON



C. E. MORGAN, SR.

AIL installs three new district directors

New directors representing Districts 1, 8 and 9 were installed last month at the AIL's annual board of directors meeting. The new director from District 1 is C. E. Morgan, president of Morgan's Cleaners and Laundry, Inc., Decatur, Ga. He succeeds John H. Monahan of Warren Laundry and Dry Cleaners, Fort Lauderdale, Fla.

Irving G. Garcelon, president of Knox Laundry, Galesburg, Ill., is the new director representing District 8. He succeeds John L. Slick, Slick's Family Washing Company, Fort Wayne, Ind. Mr. Garcelon has also been selected chairman of the Public Relations Committee.

Paul J. Rickett, Sr., president of Rickett's, Inc., Ballston Spa, N. Y., is the new director of District 9, succeeding Victor D. Dalgoutte, Briarcliff Laundry, Briarcliff Manor, N. Y. □□



Scotch theme was symbolized by bagpiper who piped in festivities at Milbren's new-plant opening

by HENRY MOZDZER

EVERYONE ATTENDING the pre-opening day celebration of Milbren's newly completed laundry and cleaning plant received a small card bearing this cryptic message: "Follow the piper to Vat 69—5:45, 6:45, 7:45."

It was a "dry" party so when an honest-to-goodness bagpiper did appear in full Scottish regalia, he had no trouble in developing a host of thirsty followers. The procession snaked around the plant and finally ended up in an unfinished storage room before several cases of "Vat 69." There was no bar—just the cases of liquor.

The invited group was apprehensive. Did their host, J. Francis Brenner, so recently on the brink of bankruptcy, mean to give them each a fifth of Scotch? They should have known better.

J. Francis stepped forward and thanked the group for their attendance. Then he told them about some of his future plans for the business and concluded by inviting his guests to become stockholders in the company now that they had seen what had already been done.

At the conclusion of his talk each one attending did receive a bottle of Vat 69—but it was a miniature, one-shot version. Across its label was a sticker which read: "Good Scotch stock like Milbren's stock grows better with age."

Two more "parades" followed and J. Francis received pledges totaling \$2,200 that day for his showmanship, bringing to a grand total \$17,000 worth of stock sold in 10 weeks time.



Plantowner J. Francis Brenner goes over some details with one of his front office girls. Note Scotch plaid jacket and vest which in a subtle way carry out Milbren's new theme of "thriftiness"

Follow the piper to

Promotional activity is nothing new to Mr. Brenner. But let's start at the beginning . . .

Milbren's was established some 25 years ago. During the war years, the business grew rapidly and the company prospered with very little promotional effort. Mr. Brenner found time to dabble in community promotion work, and so long as there were profits everything seemed all right.

In 1947 the plant still had a good reputation but costs were mounting as the equipment started to wear out. There were no cash reserves put aside for equipment replacement. So Mr. Brenner got into all phases of public relations work for the city and let someone else run his plant, hoping everything would eventually work out.

He worked for the city for some three-odd years and might have been there yet if Fate had not interjected itself in the form of a tragic automobile accident.

On this fateful date, Mr. Brenner had organized a tight schedule of civic activities which required his presence in different parts of the city. While trying to make up a half hour's lost time, he sped along a 30-mile-an-hour zone at 70 and had an accident which resulted in the death of two persons and breaking his own back.

Anyone else having his political connections might have tried to beat the homicide charge, but Mr. Brenner preferred to plead guilty. He was sentenced to a three-year term in the penitentiary and released after serving three months.

When he got out, he was on the verge of bankruptcy and had to give his faltering business a serious reappraisal.

Aside from the fact that the equipment was in bad shape, he found that the traffic situation at the old location made it impossible for people to deal with him.

What he needed was a new and larger plant with modern labor-saving equipment offering a fast, full line of laundering and cleaning services that the motoring public



This \$200,000 plant is built of prestressed concrete and trimmed with corrugated metal panels painted gleaming white. It was erected and operating in just three months time. The drive-in window is under canopy at left

Vat 69

Charleston, South Carolina's, first new plant in 25 years and the story behind it

could reach without difficulty. With these expanded facilities he also saw the need for a strong promotion and merchandising program which would assure the new plant's operating at full production speed at all times.

But instead of just thinking these thoughts, Mr. Brenner put his ideas down on paper and had them transcribed to an attractive 10-page brochure. In addition to the artist's concept of the proposed new plant, he included photos of the type of equipment he hoped to purchase, all the services to be rendered, etc.

It was high time, he believed, to start promoting himself if he expected to make a comeback.

With the brochures in his hand he went to see his creditors and told them he had to have the best plant in town or he would go out of business.

His creditors were impressed with his plans, his honesty and enthusiasm. And they showed their faith in him by extending enough liberal credit for him to begin work on the new plant in January of this year.

By April 4, the new plant was completed and ready for business.

Two old buildings had been razed to make room for the new plant in the immediate vicinity of a Sears Roebuck customer parking area. Aside from this facility, the plant's corner location made it ideal for a drive-in.

Approximately 90 percent of the equipment has been replaced and new services include a drive-in window, automatic storage racks and one-hour or one-day cleaning.

In addition to these physical changes, management has also concentrated on giving the plant a new personality. Even though the plant had been going downhill, it still retained a reputation for quality work and people were inclined to send their better clothes to Milbren's and their other things elsewhere.

In a bid to minimize such splitting, the management has tried to instill the idea that it is really thrifty to send all soiled goods to a good plant.

Instead of cutting prices (suits start at 90 cents; dresses at \$1), management has adopted a Scotch theme which implies "thriftness."

The outside of the plant is identified with a Scot's head wearing a plaid beret and kerchief. The drycleaning bags and laundry bundles have a plaid design. And this characteristic plaid is also carried over into uniforms for the plant's 30 employees. The counter girls wear plaid vests and berets while the production employees wear plaid jackets and smocks. The de luxe hand cleaning service is identified as "Royal Tartan" service. Even the matchbooks are thriftily Scotch—containing only 12 matches.

Of course, it's too early to say the theme has been successful, but the idea lends itself readily to a unified advertising and promotion campaign with all sorts of exciting possibilities, and bears watching.

Thus far, Charleston's newest plant represents an investment of around \$200,000. The property alone cost \$50,000 and the 10,000-square-foot building another \$75,000. New machinery ran \$62,000 plus another \$10,000 to \$12,000 for installation.

Mr. Brenner's future plans include the installation of a storage vault, conversion to gas, etc. But that takes more money. He hopes to raise at least part of this by selling stock in the firm.

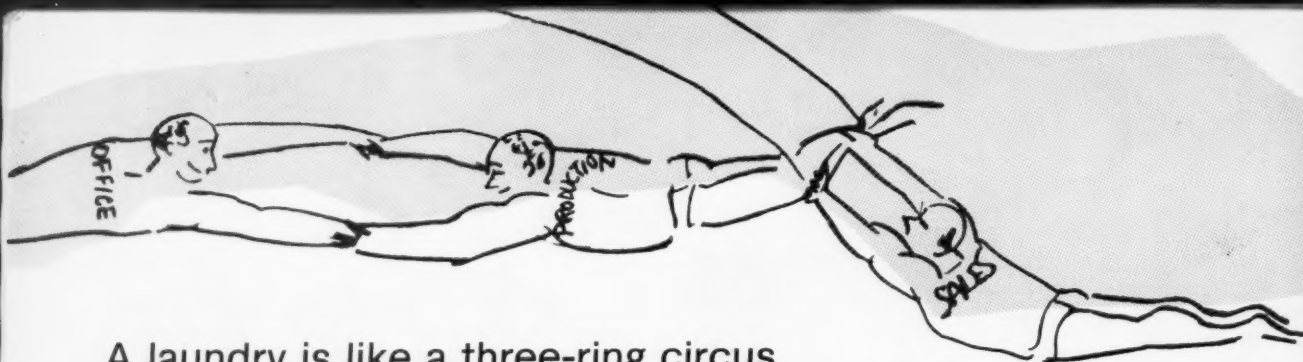
Last January he issued \$25,000 worth of stock (of which he is the sole owner) to be sold in blocks of 500 at \$10 a share. He turned it over to a local broker to handle at 10 percent. But since it's a "growth stock" and investors don't expect to get 5 or 6 percent returns, it moved slowly and Mr. Brenner found that he has to sell it on a personal contact basis. This takes time which he cannot afford to spend away from his business at the present time. But the "interested prospects list" is growing.

Some of his more prosperous contacts, he says, have offered to buy up all the stock available, but he's not sure he wants that kind of investor.

"They would buy the stock and forget," he says.

He's more interested and impressed with the small stockholders who have bought into the company—the private citizens and tradespeople with whom he has contacts every day and has come to know personally. They show an active interest in his business, and because they own some stock they are the firm's greatest boosters when it comes to recommending laundry and cleaning services to their friends and acquaintances.

Judging by the first week's operation, Charleston's newest plant is off to a good start. □□



A laundry is like a three-ring circus
but it takes more coordination.

You've got to . . . **MANAGE . . .**
or else!

by **A. L. CHRISTENSEN**
A. L. Christensen and Associates

Management consultant A. L. "Chris" Christensen has had 38 years of practical experience in all phases of laundry operation.

He's worked on the office, production and sales sides. And as a consulting engineer, he has had the opportunity of looking at them all in relation to each other in hundreds of plants throughout the country.

In this particular article, which is based on a talk given before the North Carolina Launderers and Cleaners Association early last month, he outlines the basic functions of management and analyzes why some plants are successful and others are not.

WHEREVER you may go in this world you will find that *tradition limits progress*. The two are always in conflict.

A laundry management of 10 or more years standing has developed traditions—most of which, fortunately, are good. Plants with alert, aggressive and imaginative managements continue to grow and increase dollar profits with growth because they have learned how to compromise between tradition and progress. And because they have learned how to manage.

We would all like to make more profits with less effort and have more time off, I'm sure. Well, the only answer is Manage—or else.

MEANING OF MANAGEMENT

Words don't always mean the same thing to all people. So let's look at all the possible meanings of the word "manage." What does the dictionary say?

Manage—(1) to train; (2) to control and direct, conduct, guide, administer; (3) to render and keep submissive; (4) to treat with care; (5) to bring about by contriving.

That's the order in which the dictionary lists the accepted meanings of the word. And you'll note that "to train" is the first choice; "contrive" last.

Did you ever try to manage a yo-yo? It's a split disc on a string. You wind the string in the groove, hold it with one hand, push it away and pull it back. As you pull back, the string rewinds in the groove . . . if you manage it properly.

The same thing applies in business . . . you push out instructions and you pull back reports—if you manage. The instructions must be clearly understood. And the reports must be just as clear.

COORDINATING O.P.S.

A laundry business might be compared to a three-ring circus. A laundry has three parts none of which come first. But I'll list them alphabetically—O-P-S—meaning Office, Production and Sales.

There is one difference between a circus and a laundry. In a laundry there must be coordination between every act in the show.

- A management that loves the plant and the boiler room can't keep away from them. This management can't build or hold sales, build or hold its bank balance.
- A management that loves the office and accounting can prepare budgets and perfect financial statements. But usually can't do anything to increase that last small figure on the P & L statement.
- A management that loves sales and advertising and whose interest is primarily in new customers usually has trouble in holding them. Of course, there are exceptions.

The management that really manages devotes its efforts to stimulating and coordinating all three—O, P and S.

I said "stimulating" because to some that takes effort that seems to be insurmountable.

The management that distresses me most is the one that wants to be successful, desperately. The manager here reads, he studies, he attends conventions and takes prolific notes. He knows. He is serious. And he does follow sound rules. There is nevertheless something wrong. He doesn't get results. Why?

To manage
means to train



He hasn't learned one little point. That is "How to motivate people!" Yet that is more important than everything else.

Many of the really successful managements in this business have come from other businesses and even from the professions. They had the ability to motivate people—to produce, to sell, to buy from them and to teach them laundry know-how.

MANAGEMENT FUNCTIONS

Management is a continuous job of *planning, organizing and controlling*.

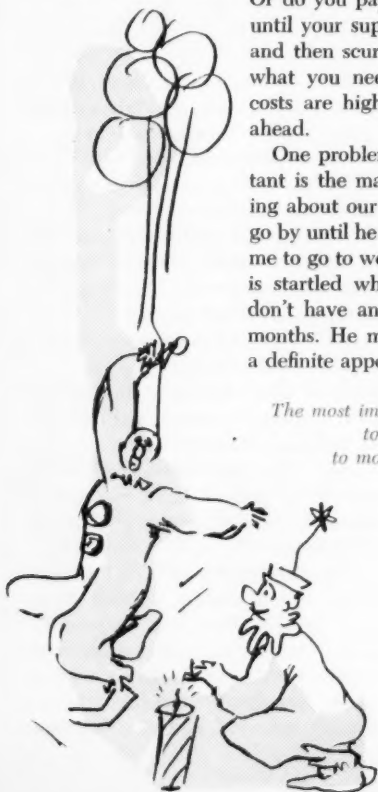
Planning: Perhaps you plan to go fishing Saturday or play golf next Sunday. But what are your sales plans for next month? Some men now have on paper their sales program for each week into May 1961!

Do you plan your purchase of supplies ahead of time?

Or do you pay no attention to that until your supply man calls on you and then scurry around to find out what you need? No wonder your costs are high. You've got to plan ahead.

One problem I have as a consultant is the man who writes inquiring about our services. A year may go by until he calls again and wants me to go to work the next week. He is startled when I tell him that I don't have an open date for three months. He may pin me down for a definite appointment at that time.

The most important thing
to learn is how
to motivate people



But some have told me they could not plan that far in advance.

Suggestion: Use a planned approach. If you will take 10 minutes a day to plan ahead, you will increase your earnings substantially within the next year.

When should you plan—at what time of day? If you plan before you go to bed, the day is gone and there is nothing more you can do about it. Use the first 10 minutes in the morning, after you wake up. Those 10 minutes can rule or ruin your day.

An attitude of a
customer or employee
is very often the
reflection of your
attitude towards them



Organizing deals primarily with people. This is extremely important regardless of the size of your business. There must be lines of authority and responsibility. Every person must know his or her duties and responsibilities.

- A sales supervisor must know; a superintendent must know; a telephone operator must know, a marker must know. The surest way is to put it in writing and to refer to it periodically.

There must be no bypassing of subordinates in either direction. The other day, in my presence, a girl working in a plant asked the general manager for a day off to take care of something personal. He told her it would be OK. When she had left, I challenged him. "How come she didn't ask the superintendent?" "Oh," he said, "they don't get along very well. I'll tell him."

"Of course they don't," I told him, "if you go over his head." We discussed the incident and he assured me it would not happen again.

And speaking of superintendents, there are many fine ones, but there are others that I wonder about.

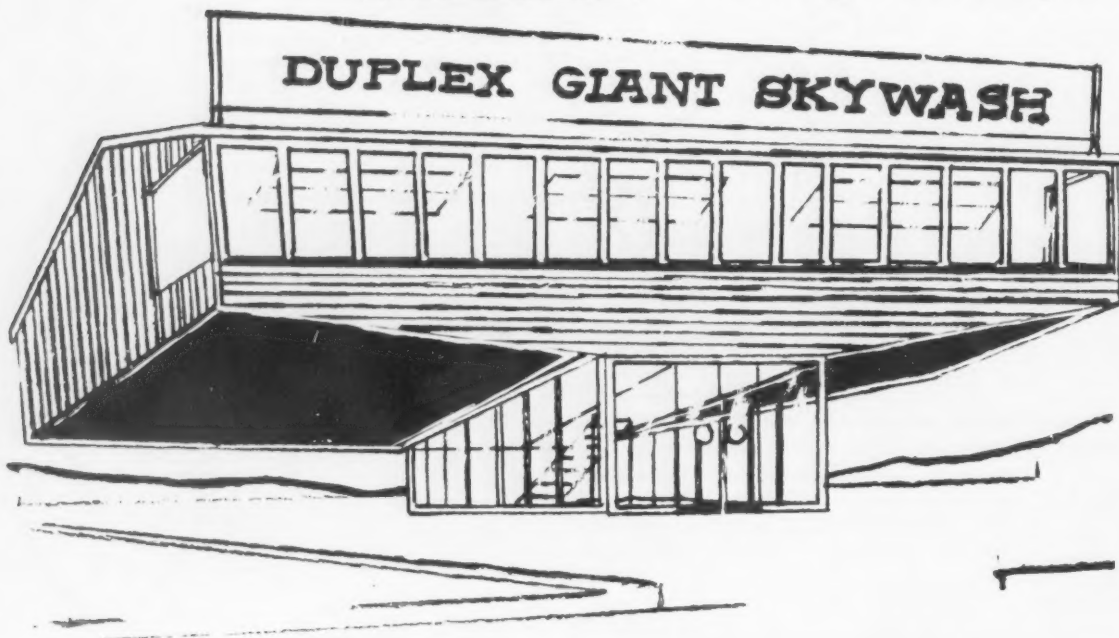
- There's the fellow who literally is an errand boy for the help. They tell him what to do.
- There's the fellow who is very busy, hanging nets, pushing trucks, doing everything but supervising.
- There's the fellow who seems to think primarily of what he could do if the boss would buy another washer, extractor or shirt unit. But he isn't using what he has at anywhere near its intended capacity.

The superintendent who is making money for himself and his company is the man who has the easiest job of all. And this leads me into the subject of controls.

Controls take planning and organization. Do you know

- How many pieces, pounds or bundles must be marked in during a 40-hour week?

Continued on page 62



Coin-op coming attractions

Here are two recent developments

WITH AN ESTIMATED 20,000 coin laundries now installed across the United States, enterprising distributors still haven't exhausted all the possibilities for merchandising their coin-op wares. Two of the newest wrinkles are coin-ops on wheels and coin-ops in the sky.

SKY-HIGH COIN-OPS

Early last month an ad in *The Wall Street Journal* announced the availability of a cantilever-type coin laundry building which could be "installed on parking lots, supermarket lots, crowded ground areas" without taking up a lot of valuable space.

The San Francisco equipment manufacturer who came up with this idea has since received an average of 50 letters and 25 telephone calls a day in response to the ad. Most of the inquiries are from realtors and grocery chain store operators interested in making their properties more valuable. The grocery men are interested be-

cause they feel laundry facilities will stimulate business activity during the first three days of the week when their business is at its lowest. Furthermore, the type of construction interests them since it doesn't interfere with parking facilities, means added revenue.

At this writing, "the coin-op in the sky" is still at the drawing board stage. No actual installations have been made although construction is pending on one in Minneapolis, Minnesota, and another at Stonington, Connecticut.

The supporting base of the structure is 10 by 15 feet and contains a stairway to the upper level. Installation of the prefabricated building must be carefully supervised since vibration can pose a problem. This particular package would make use of 20-pound washer-extractor equipment.

TRAILER COIN-OPS

The trailer coin-op is a complete store in itself. All the buyer has to do is remove the wheels, hook up the

utilities—and he's in business. If the location doesn't pan out, he can pick up and move to a more likely spot.

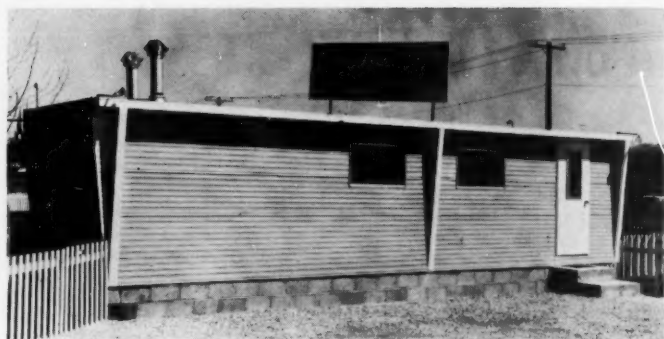
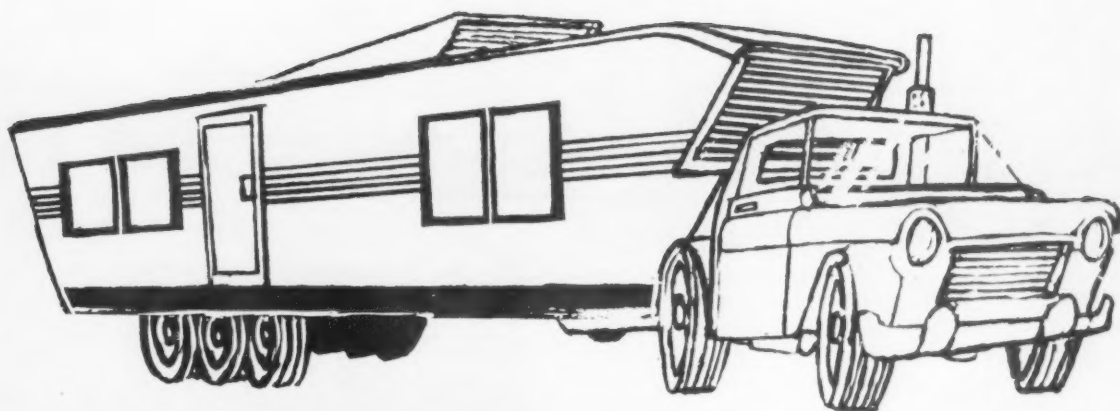
One distributor who has been most successful with this type of mobile laundry unit is located in Waco, Texas. He recently took a \$105,000 order for 10 of these self-contained laundry stores which the owner plans to set up on supermarket lots in Fort Worth.

The prefabricated units would also seem to be the answer in small communities where hiring a construction crew to build a conventional building might be a problem.

This particular distributor works through a Texas manufacturing firm which supplies trailers in whatever size desired.

One of the most popular is a 31-foot trailer. It contains ten 9-pound washers, three 40-pound driers, one utility unit, a starch sink, coin changer, soap dispenser, interior signs, a 4-foot bench, two chairs, two folding tables, two air conditioners and a lavatory.

Coin-ops on wheels



Trailer laundries are sold in various sizes ranging from 31- to 56-foot units and are completely equipped. This one in Guttenberg, Iowa, is set up on a concrete-block base. It contains 10 washers and 4 driers.

The Maytag Company

The whole package, including the trailer with running gear, is priced at \$10,500 to \$13,400 depending on location. The complete unit can be delivered to any point in Texas at a net cost of 33 cents per mile. Conservative estimate for installation on a level lot is \$1,500.

Another distributor, with offices in Chicago and Springfield, Illinois, sells a 46 by 10-foot trailer containing a dozen washers and four driers.

A third, in Jackson, Mississippi, sells a 56-foot trailer with three driers, twelve 9-pound washers and one large side-loading unit for washing big bundles and rugs.

One distributor has made tentative plans for a lease arrangement which would require a \$1,500 cash deposit



and monthly payments of \$361.66 per month for 36 months, plus the ground lease cost. All manufacturer warranties are included, plus advertising and opening-day promotion.

The advantage of the lease purchase agreement is the tax position of being able to charge off all lease payments

from income before paying taxes. The operator can get into business with more locations and less capital investment, and this factor is said to make it a better long-range investment.

Check with your bank or finance company and make sure local building codes permit trailer installations. ☐ ☐



Block-square plant was pulled together by addition of center two-story building housing laundry and linen departments. Front was modernized and unified by making window openings same size and covering with louvered panels

BUILDING

Consolidation in California

The Breitbard brothers put their multi-operations under one name, one roof

by LOU BELLEW

FOR MANY YEARS Morrison's of San Diego, Inc., has been doing business as Balloon Cleaners & Laundry, California Laundry & Linen Supply and The Cleanitorium.

Early this year the Breitbard brothers—Al, Bob, Ed and Will—consolidated these names under the banner California Laundry and Dry Cleaners. They felt it would be less confusing to the public, simplify advertising and bookkeeping procedure.

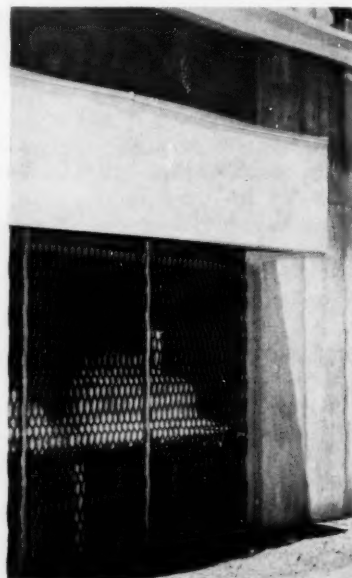
At the same time, they also thought it would be a good idea to enlarge their facilities and remodel several existing buildings in such a way as to give unity to the entire operation.

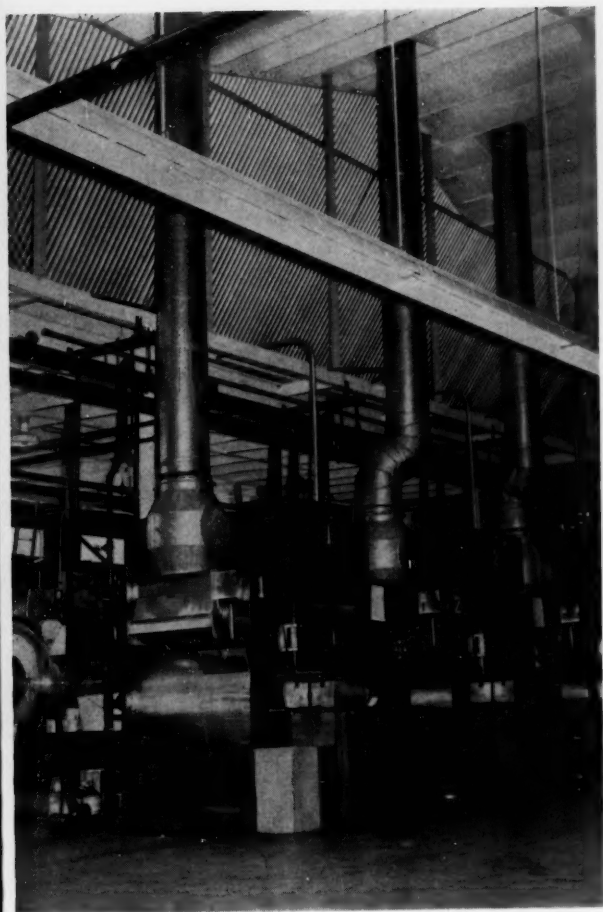
Today, California Laundry and Dry Cleaners covers an entire city block and all its services—laundry, drycleaning, linen supply and industrial garment rental—are under one roof. There's a new cafeteria for the firm's 300 employees, new business and administrative offices, and a great deal more space for processing operations.

A great deal of ingenuity went into the transformation. And the fact that the street behind the plant was one story higher than that at the front proved to be no obstacle. The plant is wide open to take advantage of natural light and ventilation yet, at the same time, the openings are protected to prevent forcible entry.

The accompanying photos show some of the things which the members of the California Laundry and Linen Supply Association saw when the plant was opened for their inspection during the convention in nearby Coronado last month. □□

Heavy-duty gratings open up wall behind line of gas-fired tumblers. It's costly, but effective in cooling and protecting plant. Boxlike canopies above serve to shield out rays of hot summer sun—another refinement for comfort





A battery of brand-new 375-pound, fully automatic washer-extractors surrounds the boiler room at one end of the new 100 by 100-foot building. Other processing equipment is laid out to facilitate straight-line workflow

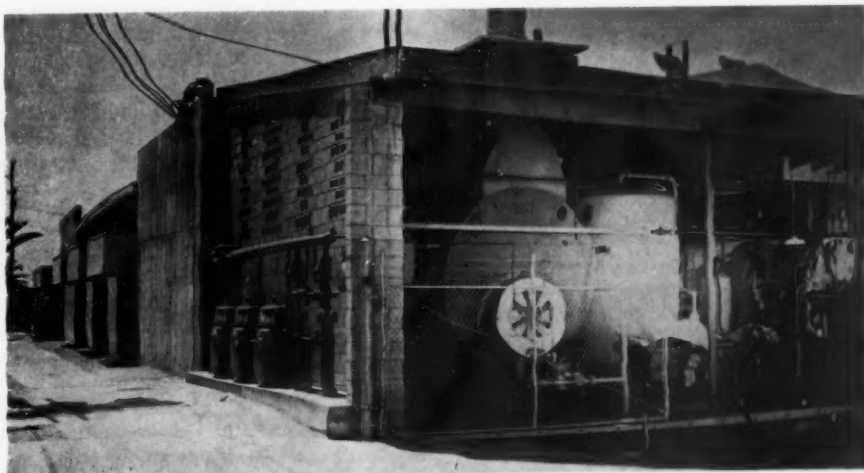


Three giant-size louvers of corrugated aluminum—the largest measuring 60 by 8 feet—at each end of the building take advantage of prevailing ocean breezes. At the same time enough light is reflected to make skylights unnecessary



Modern cafeteria is staffed by two full-time employees who provide varied menu for plant's 300 employees. Fresh cloth napkins and tablecloths are provided for each shift using these facilities

Open-air boiler room at rear of new building houses two 300 hp. boilers supplying power throughout the 45,000-square-foot establishment. Note "open" blocks used to break up hot-air pockets



you could search
forever and never find
a "do-it-all" sour



THE
ERUSTO SOUR
APPLE TREE

Pick your sours from Pennsalt's
famous Erusto family tree

Erusto-Ray® C—Combination sour-blue with brightener
... saves time and water.

Erusto® Extra—Fabric-safe, economical, easy to use ...
for all types of fabrics, especially for wash 'n wear.

Erusto-Ray—Contains fabric brightener
... gives whiter, brighter whites.

Erusto-Salts® Special—Highest rust-removing
properties ... excellent general-purpose sour.

Erusticide®—Improves fabric finish.
Recommended for colored work.

Erustolin® A—Economical souring with high solubility.

Erustolin B—For rust removal
... dry-to-the-wheel use ... economical.

Your Pennsalt service technician and your
distributor salesman will advise you on
the best Erusto sour for your needs.

In modern laundry practice, there's no such thing as a "do-it-all" sour that will solve all souring problems. Because different problems with fabrics and dyes demand different solutions, genuine laundry sours are especially compounded with "added qualities" to overcome such problems as excess alkalinity, high iron content, chlorine retention, fugitives. For each problem or combination of conditions, there's an Erusto sour.

When ordinary commercial chemicals are offered as "do-it-all" sours, results are promised that can't be delivered. That's because each souring problem stems from a different source—variations in water conditions, detergents, dyes, fabrics, soil, etc. It's only natural that each problem requires a different solution ... and that no single sour could possibly contain all the ingredients necessary to meet the requirements of a "do-it-all" sour.

Purity ... starting point for sours. There's a big difference between genuine—or proprietary—laundry sours and the basic commercial chemicals often sold for laundry souring. For instance, a genuine laundry sour is one developed specifically for laundry use ... built to the laundry industry's high standards of purity and consistency—qualities that protect your reputation with safe, uniform, thorough souring. But the "so-called" sours too often contain troublesome—even dangerous—impurities that could result in uncontrolled, undependable action.



Erusto sours—pure, consistent . . . and “customized”. A genuine laundry sour is not made up solely of one ingredient. Instead, it is a combination of ingredients, each chosen for the specific properties it will impart to the sour bath, and which will, in turn, produce certain desirable characteristics in the finished work. It’s a question of problem and solution. Because they lack this important “customizing,” the “so-called” sours also lack the solutions to these problems.

Pennsalt pioneered the development of proprietary sours. Erusto sours are backed by years of experience and intensive research—in the laboratory and in the washroom. Erusto sours are made from pure, refined raw materials; quality control guards their purity and consistency from start to finish. And they’re custom-built . . . each Erusto sour is designed to meet a specific souring problem.

“Added qualities” for added value. In order to overcome any and all souring problems, Pennsalt developed a wide variety of special additives—available in Erusto sours either singly or combined, depending upon the requirements of your laundry operations. Among these, you’ll find “added qualities” that:

- Increase whiteness • Prolong fabric life • Retard color bleeding • Provide antichlor action • Remove rust and other stains • Prevent graying • Brighten colors • Prevent skin irritation • Remove odors • Kill bacteria • Improve fabric finish • Prevent rolling.

In addition, Pennsalt’s line of Erusto sours offers you big operating advantages: high neutralization for economical use . . . water savings . . . increased production . . . dual-purpose products for time-saving combined operations . . . higher quality work.

Erusto—most imitated. Erusto sours, the industry’s oldest and widest line, are also the most imitated—but never matched in purity, consistency and dependability. And never equaled, either, in the amount of customer satisfaction they provide. And they’re backed by Pennsalt’s outstanding technical service—always ready to help solve your problems and to help keep washroom costs down.

Can you afford to use anything less than quality Erusto sours?

Laundry and Dry Cleaning Dept. 373
PENNSALT CHEMICALS CORPORATION
 East: Three Penn Center, Philadelphia 2, Pa.
 West: 2700 S. Eastern Ave., Los Angeles 22, Calif.

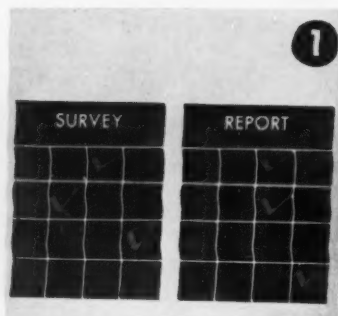


6 WAYS TO SAVE ON WATER

by JOSEPH C. McCABE

RISING COSTS and impending shortages during the early summer days make it all the more urgent for laundries to take a close look at their water supplies now. And to institute whatever steps are necessary to maintain economic and continuous operation.

Here are six water-saving ideas which have been recommended for years but which are still all too often neglected by conscientious cost-minded managements.



1 Organize for better water management

If plant water demand runs ahead of supply, or if water costs are high, one cure is better management. If possible, assign an engineer to the job and give him staff help if he needs it.

It is often helpful to get the fresh views of an outside consultant.

The first step should be a complete water survey, followed by a report listing specific steps to cut water usage.



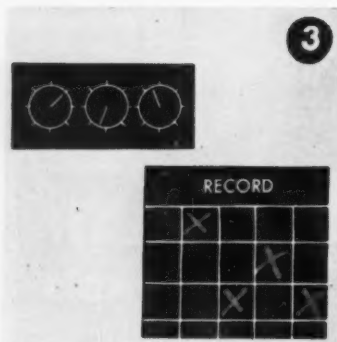
2 Plug leaks and stop the everyday wastes

This part of the job is mainly human engineering—getting people to do the things they should do, anyway.

Don't overlook things like turning off faucets, hoses and showers, but be sure to give heavy attention to service and process departments. Some em-

ployees often use more water than the job needs.

Make sure your maintenance program insures regular inspection and repair of valves, faucets and other water-systems equipment. Small leaks add up. If insulation holds proper water temperature, you may use less.



3 Use meters and records to encourage saving

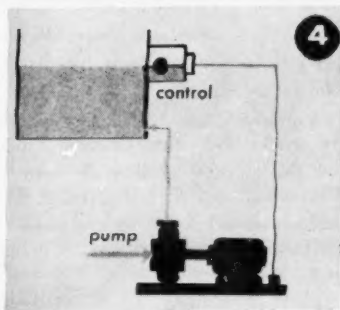
It's been proven over and over that people will waste what they get "free." (This is one reason why some water authorities advocate higher water rates—to give consumers a better appreciation of the fact that water is not an inexhaustible commodity to be wasted.) To succeed fully, a water-saving program must harness the profit motive to persuasion.

Departmental metering is the most

effective way to do it. Meter the water delivered to each major department, and find some means of estimating the take of minor users. Follow through with a monthly report or, better yet, an actual direct charge against the using departments. This gives a real incentive to reduce consumption. Then when you offer engineering help in water saving, your suggestions will be welcomed.

West Coast faces water shortage

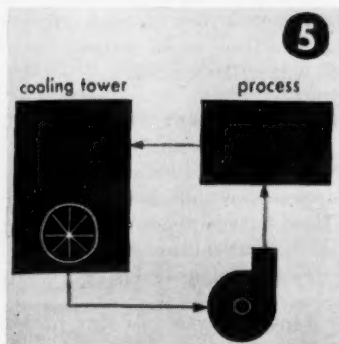
A spring check of snow depth and water content of the Western mountains, coupled with water level reports on some 250 reservoirs, indicates below-average water supplies in Oregon, Washington and California, according to the Soil Conservation Service of the Department of Agriculture.



Install controls as "watchdogs"

After everyday water wastes have been eliminated, by an organized plant drive, there remain many water-saving methods that are strictly in the engineer's province. One of these is the use of automatic controls to make sure water flows only where and when needed, without human errors.

Typical examples are: float and pressure controls for tank makeup, thermostatic valves in cooling-water circuits, start-and-stop controls so water flows only when machines run. Orifices or other limiting devices may be put in lines to water-using equipment, preventing operators from running water too fast.

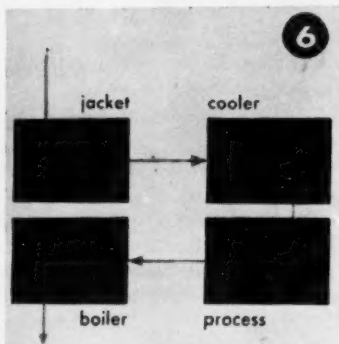


Look into advantages of evaporative cooling

In many plants, the greatest chance to save is by reusing water now discharged to waste from engine or compressor jackets, condensers. Led back to a cooling tower, spray pond or evaporative condenser, hot discharge water may be cooled by evaporation.

Evaporative cooling is highly effi-

cient; water loss is usually less than 5 percent. Design of evaporative equipment is a complex engineering specialty, so seek expert advice that will fit the installation to the plant and local climate conditions. In some areas, city water may not be used for cooling unless recirculated.



Investigate possibilities of multiple use

One water authority predicts that the day will come when our country's water will be used six times over before it is let into sewers.

In almost any plant, the inquiring expert can spot opportunities for multiple use of water. Water discharged from one use may be perfectly usable for another. For example, cooling wa-

ter can often be given a multiple use, going first to processes requiring low temperature and then to others able to get along at higher temperature levels. Water heated in this step-by-step fashion may then be used in some process needing warm water, perhaps with some supplementary heating. Possibilities are endless; watch for them. □□

Regional meetings spur industry's PR program . . .

More to follow

Flying Squad on Target: Laundryowners learn how home counselors convey a "feminine" image of the industry. The presentation is part of the National Public Relations for Professional Laundries program



THE "PUBLIC RELATIONS Flying Squad" program has been pronounced an "unqualified success" by industry leaders following initial presentations before laundrymen of 10 states.

The Flying Squad (originally called "workshop") program is designed to carry the public relations story to laundrymen in their own territories and to give them practical instruction and guidance on how to put the PR program into effect in their own plants without delay.

The first face-to-face session was held at the Ohio Laundryowners' Association convention in Cleveland last April. Two more sessions followed in May at the Illinois-Iowa and Wisconsin conventions. And there were also June sessions at the Southern Laundryowners' convention, the New York Metropolitan Area Laundry Executives meeting and the New Hampshire Laundry and Drycleaners tri-state convention.

LEADERS PRAISE PROGRAM

"We are extremely pleased with the results," said John Slick, chairman of the National Public Relations Committee, who attended the first two sessions. "Our purpose — to provide down-to-earth guidance for those already in the program and to stimulate interest among laundrymen presently

outside the program — was well accomplished."

AIL General Manager George Isaacson seconded Mr. Slick's opinion. "I think this is a most valuable and worth-while undertaking," he said. "Laundrymen who have not quite understood all aspects of the PR program have their opportunity through this medium to have their questions answered."

The Illinois Laundry Association *Bulletin* reported its meeting thus: "The PR Flying Squad meeting was very favorably received by our delegates and attracted an overflow attendance. Miss Gen Wisniewski gave an extremely noteworthy presentation. Here is a gal to watch at the AIL. The New Look, the New Voice, and the Feminine Approach were thoroughly explained with graphic illustrations and sound affects. Miss Wisniewski was ably supported by Otto Janssen and John Ullrich of Gray and Rogers."

The presentation itself requires about two hours. Flip-charts, display material and tape recordings are used throughout to demonstrate points in the discussion. An open question-and-answer period is held following the presentation.

The program covers all aspects of the PR program, including hiring and

training a home counselor; redesign of trucks and other physical aspects of the laundry in keeping with the "feminine appeal" and prestige look; all phases of advertising and publicity; educational programs, and many other subjects.

Kits containing all manuals produced under the PR program to date, plus entirely new material, are available to those in the program or who sign up at the meeting.

FLYING YOUR WAY

The Flying Squad team is tentatively scheduled for a number of new appearances throughout the country. These include appearances at the following conventions:

Georgia Launderers & Cleaners Association

Virginia Association of Launderers and Cleaners

New York State Launderers & Cleaners Association

California Laundry & Linen Supply Association

Pennsylvania Laundryowners Association

Maryland, D. C., & Virginia Association

Watch LJ's Convention Calendar for dates and locations of these meetings which will take place between now and the first of the year. □□

PR/PL's leading ladies



Miss Genevieve Wisniewski . . .

has played the lead role in the PR Flying Squad presentations to date and has distinguished herself as "the gal to watch at AIL."

Gen has always been a conscientious and highly capable "behind the scenes" member of the Institute's Public Relations staff. But she also did an outstanding job in this temporary assignment before the footlights.

During the last three months, she conducted six 2-to-3-hour-long sessions before plantowners of a dozen states from New Orleans to New Hampshire while still performing her regular staff duties which include editing *The A.I.L. Member*.

Much of the credit for getting the PR Flying Squad program off to a good and early start belongs to her.



Miss Connie O'Kelley . . .

has just been selected the national feminine voice of the professional laundry industry, climaxing many months search.

Connie joined the Institute staff June 1 and will serve as national home counselor under the name "Anne Sterling." She will assume her duties after a brief orientation period and as soon as legal steps have been completed to assure permanent use of the name.

She will travel throughout the country representing professional laundriers to the American public. Her activities will include TV and convention appearances, interviews with radio and publication people, conducting "fabric clinics" at department stores in major cities, addressing leading women's groups, presenting future "PR Flying Squad" sessions, etc.

The Minnesota-born home counselor was educated at Northwestern University and has been affiliated with business firms in Chicago, Los Angeles and Denver. She has an extensive background in publicity writing, editing, direct mail advertising, sales, personnel and office administration. You'll be seeing her soon. □□

Baby Care Council issues program for training baby sitters

A nationwide training program designed to teach teen-agers the skills necessary to the responsibilities of baby sitting has been launched by the National Baby Care Council, a non-profit organization established by the Diaper Service Industry Association.

The baby sitter training program, the first to concentrate on the skills and responsibilities of caring for the baby under two years of age, will be offered without cost to schools, parent-teacher groups and community service organizations.

Plans for such a project were announced earlier this year by Ernest G. Osborne, Ph.D., professor of education, Columbia University Teachers College, when he accepted the post of chairman of the board of the newly formed National Baby Care Council.

The package program includes a full-color 35 millimeter film strip for use in classroom training, a text for students, entitled "A Baby Sitter's Guide to Baby Care," and a Teacher's Manual.

The course covers the essential baby care skills such as the importance of advance preparation for all possible emergencies, learning baby's routine and schedule, checking the baby often, and knowing how to remain calm and find the trouble when baby cries. It teaches correct methods of lifting and holding baby, preparation of the formula and feeding methods, bathing and preparing baby for bed, dressing and diapering.

The baby sitter training program was developed in cooperation with the Allegheny County Schools in Pittsburgh, Pa., under the guidance of Miss Hester Munden, Homemaking Supervisor and a member of the National Baby Care Council professional section on education. □□



"For me?" Rene Shwabe expresses her astonishment at Dr. Ernest G. Osborne's (right) announcement of a baby sitter's training program while William Schultz of the Diaper Service Industry Association looks on

Do you know . . .

why white lace curtains are used in the home?
what Adam and Eve were really ashamed of?
why women like cotton and men don't?
why some men find silk more exciting than nudity?
how people feel about wool, linen and synthetics?
how to combat the inroads made by paper substitutes?

Dr. Dichter delves deeply to explore the forces which motivate people to choose between one fabric and another and comes up with some interesting and enlightening answers.

The psychology of textiles

First in series
of articles deals with
the functions of cloth



by DR. ERNEST DICHTER
President, Institute for
Motivational Research, Inc.

Dr. Ernest Dichter is a Viennese-born psychologist who has gained international recognition as the leading exponent and practitioner of motivational research.

His belief that psychological and scientific techniques could and should

be applied to the study of consumer buying habits led him to establish his own organization for psychological research in marketing and communications.

Since 1946 the Institute of Motivational Research, located at Croton-on-Hudson, New York, has completed more than 1,000 studies for clients in almost every area of manufacturing, advertising and selling, including a study for the National Institute of Drycleaning.

The article reprinted here is from an address prepared by Dr. Dichter for the Jubilee conference of the Textile Institute held in London, England, May 30 through June 3, 1960.

This particular conference was intended to show the many and varied branches of sciences which now go to make up the textile industry. Dr. Dichter's contribution relates to the psychology of clothing and is must reading for anyone connected with the textile industry.

ALL CREATURES need a barrier enabling them to resist the changes in the environment to which they cannot adjust. Man is alone among the animals in lacking a natural barrier and so he has had to find protection outside himself. From earliest times he has been engaged in a constant search for protective clothing—a search which has made textiles as psychologically basic to human life as food. Without them man is naked in the fullest sense, standing unprotected and exposed to the world.

In all the thousands of years since the first appearance of the arts of spinning and weaving to produce cloth, no better solution to his basic condition of nakedness has been found. Cloth, in fact, means to clothe or to cover, and the use of textiles or cloth accomplishes certain basic purposes in the process of covering:

1. It protects and insulates.
2. It facilitates contact with the world.
3. It hides defects and weaknesses.
4. It gives the appearance we wish to give.
5. It decorates.

PROTECTION-INSULATION

How do textiles protect? To some degree, textiles "ward off" physical dangers to both people and objects. But their main purpose as protectors is to insulate—to prevent contamination of one thing by another.

Clothing, for example, doesn't give warmth of itself. It wards off cold and holds in the warmth we ourselves generate. Bandages have no healing power of their own. They keep out "bad" bacteria and allow the body's own curative powers to work.

Similarly, sheets on a bed, undergarments, table linen—all serve this same basic function of acting as a barrier to contamination.

This function is psychological as well as physical. Proper clothing, people tell us, permits them to keep their psychological balance as well as their

temperature balance. White lace curtains at a window are a symbolic barrier keeping the home "atmosphere" uncontaminated.

FACILITATION OF CONTACT

Because textiles "insulate"—prevent "contamination" of one thing by another without hampering freedom of action—they also facilitate contact between people and people as well as between people and things.

Fresh sheets allow us to sleep in a bed that others have occupied. Fresh tablecloths "renew" the dirtied table. Clothing, then, not only insulates us but promotes social contact at the same time.

We find that the protecting barrier of textiles softens as well as insulates. The hardness of the chair is softened by its covering. Similarly, our respondents speak of the inner hardness of a person as "softened" by his clothing or the hardness of the bare window as "softened" by draperies.

TEXTILES HIDE AND DECEIVE

The ancient Bible story tells us that when Adam and Eve ate the fruit of the tree of knowledge, they looked at their nakedness and were ashamed. Ashamed of what? Not, we may be sure, of the exposure of their sex organs. We now know that this kind of shame depends solely upon social conditions. And, in any event, such Biblical allusions always refer to far deeper human forces than mere embarrassment.

Man's shame at his own nakedness to which the Bible refers is a shame arising from the awareness of "being exposed" in the fullest sense, exposed to the world as a creature of weakness. No force in man is more basic than his need to maintain his inner privacy—to prevent the exposure of his "naked thought" and his inner weaknesses.

But the great strength of human beings lies in the fact that they can become aware of their weaknesses—and do something about them. (The essential meaning of the Bible story then

can be schematized like this: Discovery of knowledge → awareness of weakness → shame → action to overcome weakness.)

For thousands of years textiles of all kinds have served this basic human need—hiding of defects and weaknesses, the accentuation of strengths. Textiles seem to hide and reveal according to this rule: The "harder" a material appears to be, the more it is felt to conceal the personal. Hard textiles are "impersonal." The "softer" a material appears to be, the more it "reveals"—soft textiles are personal.

In the everyday world of practical social life, our clothing must hide the deeply personal and present a relatively "hard" nonpersonal "front" to others. At a party, clothing must hide fear and physical defect, and allow the attractive qualities to emerge.

APPEARANCE

Psychologically speaking, the word "appearance" has a deeper meaning than "looking nice." On the deeper level, "appear" means to "come into visibility" and the "appearance" of a person is basically "the way one comes into visibility for others."

It is through the textiles we select for our clothing and for our homes that we do "come into visibility for others." And thus, with textiles, we transform ourselves and our possessions from objects of shame to objects of pride.

DECORATION

One of the most important psychological functions of textiles is decorative. Patterns and colors and textures are created chiefly for their decorative effect. The fashion industry—for both women and men—relies heavily on the appeals of decor. So, indeed, does the home furnishings field where textiles also have an important decorative function. The psychological desire to decorate oneself and one's surroundings, which is basically associated with the desire for

Continued on page 68

THE button trap

STINGER - TYPE WASHER: A Phoenix homemaker recently called in police to help clean out her washing machine. She was preparing to do her laundry when she spied a diamondback rattlesnake coiled in the basket.

HALLMARKED: Out in the Midwest a customer had no difficulty convincing his laundry that a shirt should be done over. It had been returned in a box, with a footprint plainly visible across the bosom.

VOODOO VALET: If you're getting a lot of problem fabrics in the plant these days, you might be interested in a "Jinx Removing Spray" which an enterprising Chicago firm sells in aerosol cans for less than a dollar.

OCCUPATIONAL HAZARD: Down in Washington, D. C., 1,400 new pairs of policemen's pants were returned to the manufacturer with instructions to sew seams in the seats with stronger thread.

VALHALLA: Red citizens who wondered why Soviet-made clothes were so ill-fitting learned from the director of industry research that they were tailored for Apollos and so looked bad on ordinary people.

FOR ART'S SAKE: Les Ballets Africains returns to New York City with a woman fire dancer who allows the flames to engulf her body. Since the license commission had previously frowned on displays of nudity, the show's management is conducting a search for a fireproof bra.

fibers AND fabrics

"BUILT-IN" BACTERIA INHIBITOR

The American Viscose Corp. has received an exclusive license to use anti-bacterial additives in the manufacture of its rayon and acetate fibers. The firm is also reported to have developed a method for introducing the anti-bacterial chemicals directly into the spinning mixture. American Viscose developed the process in cooperation with Sanitized Sales of America, maker of the anti-bacterial agent.

Fabrics made with yarn containing the anti-bacterial additive are said to inhibit the growth of bacteria which cause perspiration odor. The bacteriostat additive is reported effective through repeated launderings.

COTTON LOSES GROUND TO OTHER FIBERS IN 1959

Cotton continued to lose ground in the battle of the fibers in 1959 despite a substantial boost in consumption, according to the U. S. Agriculture Department. USDA said cotton consumption totaled 4,337 million pounds in 1959 compared with 3,867 million pounds in 1958. Despite this increase the percentage of all fibers represented by cotton declined to 64 from 65.5 percent the previous year, continuing the steady decline from the more than 86 percent in the 1920's. The decline in 1959 was caused by the fact that consumption of synthetics increased faster, by percentage, than that of cotton.

CAN PERMANENT-CREASED GARMENTS BE LAUNDERED?

About a million pairs of trousers now on the market have been treated with a "permanent crease" process originally developed in Australia and promoted in this country by the Wool Bureau. Within five years, it is predicted, all men's trousers sold in this country will have permanent creases and this will be extended to women's and children's permanently pleated wool skirts. The process is said to be effective in setting fabrics of animal fibers only, such as wool and mohair. If the solution is applied to a blended fabric, only the wool fibers respond to the treatment. Manufacturers of the finish state that all types of wool fabrics may be treated. The sharpness of the crease will depend on fabric thickness and the amount of mechanical pressure used during setting.

According to a bulletin issued recently by the National Institute of Drycleaning, this treatment does not impart wash-and-wear properties to a garment. Although the pleats and creases are said to be durable to wetting out with water, it is claimed that treated fabrics will still be subjected to normal felting shrinkage exhibited by untreated wools agitated in water. For this reason, drycleaning is recommended for treated garments.

NID REPORTS ON DAMAGE COMPLAINTS

No significant changes have taken place in the over-all textile damage complaint picture, according to the third annual report on the Textile Analysis Department of the National Institute of Drycleaning.

Consumers, drycleaners and textiles each account for essentially the same ratio of damage causes as was shown in 1958. These were: consumer—38.7 percent; fabric—36.7 percent; drycleaner—19 percent; unknown—3.4 percent; and garment construction—2.2 percent. Taken all together, the data reflect a remarkably consistent pattern of complaint incidence in all categories.

In the order of number of cases involved, the most frequent faulty drycleaning practices included: tears and rips of unknown cause; dye stains from faulty prespotting; color loss; redeposition; shrinkage (felting); detergent residue stains; chafing caused by spotting; stretching Orlon sweaters, etc.

Cold wave damage to color ranked first in the list of consumer offenses, with caramelized sugar stains and mineral acid fiber damage running second and third.

A number of new problems were added to the list this year. Discoloration caused by fluorescent brighteners was a leading offender. "Heat stains" on Dacron/wool suitings were another. These stains, says the report, were actually a result of fiber shrinkage in cross-dyed blends.

METHOD FOUND FOR RESISTING BLANKET SHRINKAGE

A technique for boiling shrink-resistant blankets during laundering has been tested on a full scale by the Royal Melbourne Hospital Central Linen Service and Group Laundry and found to be satisfactory both from the laundry and bacteriological standpoints, according to the *Textile Journal of Australia*. The wool used in the blankets has been treated with 4-6 percent potassium permanganate, on the weight of wool, in concentrated salt solution, followed by a short treatment with sodium bisulphite to remove manganese dioxide from the wool. Blankets so treated did not change size during 230 hospital launderings and showed no shrinkage after having been boiled in aqueous, non-ionic detergent solution for 60 hours.

A.I.L. EXPLAINS SUN DAMAGE TO VAT-DYED FABRICS

Sunlight, direct or indirect, is often the cause of yellow, orange, red or green designs washing out of curtains or drapes, according to the American Institute of Laundering's Textile Note No. 42. The fibers that are exposed to sunlight undergo a chemical change, usually somewhat proportionate to the amount and intensity of the sunlight they absorb. This is especially true with fabrics having certain colored vat dyes.

Parts of the drapes or curtains may be protected by walls or window frames, but the edges of the folds directly in front of and nearest to the glass are weakened rapidly. When these areas are wet, as from washing, the yarns are more easily broken. These are cases in which the laundry is definitely not at fault, according to the A.I.L.

YEAH — "I TOLD YOU SO" AND I'M TELLING YOU AGAIN

Another Jab by Poke

By the time you read this you will probably be competing in a labor market with a \$1.25 per hour minimum. It wouldn't be gracious of me to say "I told you so," so I will just content myself with reminding you that I have brought up this subject in previous editorials.

No one can foresee where this upward climb of wages will end. This increase is undoubtedly not the last one we shall see. There are certainly two schools of thought on whether it is a good thing for the economy of the country. I am not going to discuss that phase of the subject.

There's nothing I can do about it anyway. And there's nothing you can do about it, so far as reversing the trend is concerned, any more than you can make the sun back up in its course from horizon to horizon.

But there is something that most of you can do about its effects upon your business. Many of you, to judge by the orders I am getting, if nothing else, are already doing



M. A. Pocock

something about it. You are the wise ones who have been fortifying yourselves against this assault upon your operating costs and your profits by modernizing your plants.

Now, as I see it, modernizing involves something besides simply sitting down and signing an order for some new and expensive labor saving machinery although in many instances this is one of the essentials.

Modernizing includes a thorough study of your methods, from the office to the delivery truck. It means good accounting in the office, good housekeeping and good supervision in the plant. It means a resurvey of your handling and identification methods, streamlining of operations and close checking of your steam supply and care of equipment. It means efficient and economical use and distribution of help. It means good labor relations, with stress upon the comfort and contentment of your employees in their jobs.

When you have checked these things, then I'd say it's time to figure out what new equipment you'll need to make the whole program click to the utmost efficiency.

If you'll do this, I'll wager you won't be feeling much pain from higher hourly wages.

M. A. (Poke) Pocock



Modernize for PROFIT With a SAGER

A West Coast Laundryowner Writes:

"Our Spreader has been in use about 12 years and has saved more per dollar invested than any equipment we have ever had."

A New England Laundryowner Writes:

"We feel that it is the best purchase from every standpoint that we have ever made in over 70 years of business."

More Sheets—

Fewer Operators

With a SAGER Spreader, one girl does the work of two or more hand shakers and does it easier and faster. With a SAGER "B," you can handle up to 3,000 sheets and spreads per day. Above that quantity, you probably need a SAGER "A."

Reduces Labor Turnover

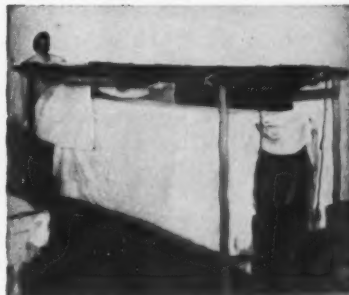
No more back-breaking lifting and nerve-racking hand work. Your SAGER operators like their jobs and stay on them. You know what this means to your social security accounting, as well as to general efficiency.

No Price Increase!

In spite of greatly increased manufacturing costs, the selling prices of SAGER SPREADERS have not been raised. The tremendous increase in SAGER sales volume has made this possible.

★ Write For Full Facts

If yours is a laundry handling 1,200 or more sheets and spreads per day, you can't afford to be without a SAGER Spreader in these times of high labor and tough competition. Write today for details and the names of progressive laundries all over the world which have reduced their flatwork ironing costs from 40% to 60% with these labor saving machines. But write us only if your sheet and spread production is 1,200 or more daily.



View of Sager B Spreader. Handles 1,200 to 3,000 sheets and spreads per day

Please send us full facts about your labor-saving Sager Spreaders.

M. A. Pocock

1236 Central Ave., N. E.
Minneapolis 13, Minnesota

Firm _____

Street _____

City _____

State _____

Print your name _____

If you use perchlorethylene solvent . . .

Be sure you get enough pounds of cleaning per gallon, but not too many

WHAT IS A FAIR return on a 55-gallon drum of perc? Not long ago it was 5,000 or 6,000 pounds of cleaning. Today, thanks to new devices and techniques, we hear of plants getting 20,000 pounds and better per drum.

Among the reasons for this increased mileage are muck cookers, the steam sweep and vapor adsorbers, to name a few. If you haven't checked into the advantages of these units, it can really pay off for you. Used correctly, such equipment can save you hundreds, even thousands of dollars.

But unless you and the personnel in your cleaning room understand just how to utilize them, it can cost you more than your "savings" because of two dangers that face you.

• First of all, consider this. New solvent purchased from a manufacturer whose product is on the approved list of the National Institute of Drycleaning is pure, free of residual odor, and most important, fully stabilized. However, even new solvent, with sound stabilizers, does degenerate after repeated steam sweepings, redistillations and other devices used to reclaim solvent fumes.

Because degeneration does occur, solvent manufacturers recommend that for every gallon reclaimed from a muck cooker, for example, at least one to two gallons of "fresh" perc be added to the system. Unless sufficient stabilizer is present in the perc, corrosion is bound to take place. That's why we stress new, fresh perc. That's why we now advise against buying "reclaimed" solvent.

Stick to the NID-approved list of new solvent, and you will avoid a lot of headaches. By the same token, do not use too much of your own reclaimed solvent. Here is why.

The increased use of moisture with solvent in such applications as the vapor adsorber, along with the muck reclaimer and its steam sweep, plus the still steam sweep, can accelerate rusting and corrosion in water separators, condensers and storage tanks.

Steam sweeping can get you many more pounds of cleaning per drum of

solvent. When used carefully, little damage can happen. But it can backfire. If too much steam is used, the condenser can get overloaded and the reclaimed perc comes out too hot. When this happens, corrosion can happen in the condenser itself.

On top of that, hot perc will carry moisture over to the storage tank. When this vaporized moisture cools, it condenses, and the released moisture has an acid condition. Result: Corrosion. Then there is always the chance that the moisture in the storage tank will be pulled up into the washer and damage a load of garments.

• The second danger comes about when the steam sweeping is carried on for too long a time. Many chemicals develop an azeotropic boiling point when mixed together. For example, water boils at 212° F.; perc boils at 250° F. But when mixed together, the azeotropic boiling point of both becomes 190° F. (That's why the steam sweep works successfully.)

But other chemicals in the solution develop this azeotropic boiling point, too. If the steam sweep is operated for too long a time, the other impurities in the residue can be evaporated or lifted out of the solution. These include the detergent used, solvent-soluble impurities, chemicals used in prespotting, etc.

If the cleaner runs the sweep for more than 20 to 30 minutes, he gets increasingly closer to the point where more harm than good is done. Even though nothing may happen in weeks or months, when the damage does take place, it can overcome what little savings have resulted.

Let it be clearly understood. We are all in favor of such solvent-saving devices. But they must be used intelligently and with discretion.

A case in point is the vapor adsorber. Here is how it works. The vapor collection chamber is charged with carbon pellets, each about 1/8 inch in diameter and 3/16 inch long. After these carbon pellets are charged with solvent vapors, steam is introduced at about 2 p.s.i. for about an hour. This

drives the vapors through a condenser and then a water separator to storage.

The vapor adsorber, collecting otherwise waste vapors, has run solvent mileage as high as 20,000 pounds per 55-gallon drum of perc and higher. In addition, this device has improved the air in the plant and added to personnel morale.

But unless the carbon has been allowed to dry out completely after the steam "sweep," it can become contaminated. When this happens, the carbon loses its effectiveness and a new charge of carbon may be necessary. There are about 300 pounds of activated carbon in an adsorber, so you can see the recharge costs real money.

Another thing to remember: since the adsorber accelerates the recycle of perc solvent through the system, it is especially important to add new perc to keep the solvent properly stable.

There are many ways to get extra mileage from your solvent. In addition to the extra devices designed for this purpose, good preventive maintenance practices help. Make sure to check the gaskets on the cleaning wheel and solvent reclaimer doors regularly. Be sure the pipe unions and couplings are kept tight; that lint traps and deodorizer dampers are functioning properly, to name a few.

The cleaner should also make sure that the button trap is kept closed, that the filter head gasket is sound, that the tanks are free of moisture and have no leaks. Another important point: During cleaning the solvent should be kept at about 80° F. for best cleaning results. Above that temperature, stains can set, bleeding can occur, and worse, solvent costs rise.

It's the smart plantowner who watches out for waste, but doesn't try to save himself out of business by being too prudent. There is such a thing as a happy medium. □□

NEXT MONTH:

"If You Use Petroleum Solvent . . ."



HOW
NEW METHODS
AND
NEW MATERIALS
MAKE YOUR WORK
EASIER
AND BETTER!



FIRST and still FOREMOST...

THERMOTEX was the **FIRST** and is still the **FOREMOST** heat resistant cover cloth.

No wonder THERMOTEX cover cloth has proved such an industry favorite! It wears twice as long as other cover cloths, which means less time and labor required, longer life for your padding, too. And, these infrequent changes mean more important savings for you!

But, most important of all, THERMOTEX increases production on your presses because it dries faster, conducts heat better. It will not slip...will not shrink...needs *no* breaking-in period...and it is available in rolls at a savings.

Why bother with more expensive, ready-made covers? Write today for the complete THERMOTEX story and see how this *first* cover cloth...this *best* cover cloth...can help you. In every step of your operation, KOHN-STAMM has developed new methods and materials to make your work easier and better!

Available in rolls and ready-made covers for all presses.

Have you tried the new, long-wearing, anti-static cover cloth ACROTEX for your flatwork ironers?



Established 1851

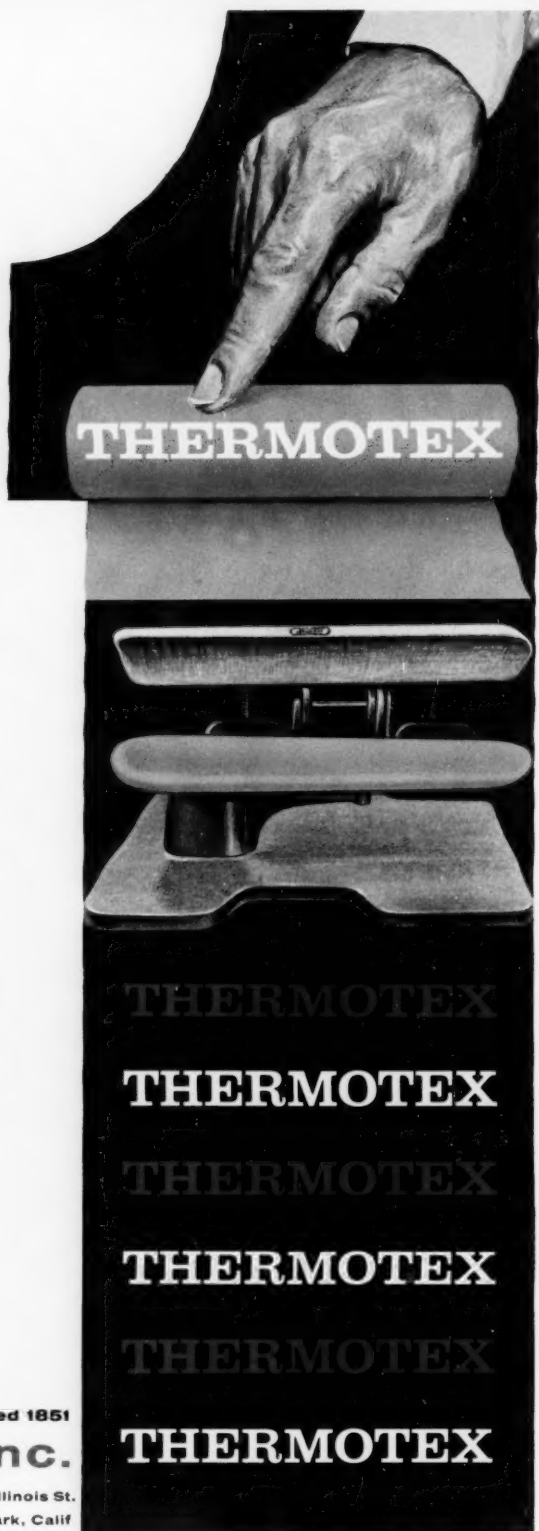
H. Kohnstamm & Co., Inc.

NEW YORK 13, 161 Avenue of the Americas . . . CHICAGO 11, 11-13 E. Illinois St.
LOS ANGELES, (P. O. Address) 2632 E. 54 St., Huntington Park, Calif

Foremost Manufacturer and Distributor of Quality Laundry and Cleaning Supplies

ALAMEDA • ALBANY • ALBUQUERQUE • ATLANTA • BALTIMORE • BOSTON • BUFFALO • CINCINNATI • CLEVELAND • COLORADO SPRINGS • DALLAS • DAYTON • DENVER
DETROIT • FARGO • GREENSBORO • HOUSTON • INDIANAPOLIS • JACKSONVILLE • KANSAS CITY, MO. • MEMPHIS • MINNEAPOLIS • NEW ORLEANS • OMAHA
PHILADELPHIA • ST. LOUIS • SAN ANTONIO • SEATTLE • TULSA

FACTORIES: BROOKLYN, N. Y. • CAMDEN, N. J. • CLEARING, ILL. • CHICAGO, ILL. • KEARNY, N. J. • NEWARK, N. J. • LOS ANGELES, CALIF.





just call
for products from
H. KOHNSTAMM, INC.

Kohnstamm's entire staff is at your service...field men, laboratory technicians and research men. Just give them your plant problems—and they'll give you your answer! Kohnstamm is constantly on the job seeking new methods, new formulas and new ways to make your work easier and more profitable. With Kohnstamm, you'll see worthwhile savings in water, fuel, labor, equipment and supplies at the same time. That's why, since 1851, Kohnstamm has been the leader in the laundry supply field, offering time-tried and profit-proved formulas, materials and services.

**TALK IT OVER WITH OUR REPRESENTATIVE TODAY—
OR DROP US A LINE FOR FURTHER INFORMATION.**
You'll be pleased with the results.

Here are some of the time-saving, money-saving products available to you from

H. KOHNSTAMM & CO., INC.

PERLITE...The wonderful soap builder with great stain removing power and no harmful action on fabric. Suspends rust—rinses easily—saves soap!

INTERSUDS...The complete soap with amazing detergent action on oily and hard-to-remove stains. Gives brighter, more sparkling wash. You can see the difference in one wash!

HYWITE...The soap with greater dirt and stain removing power—and no builder need be added to it! May be used dry or boiled up in solution—requires no mixing—eliminates extra materials!

SIMPLEX...Properly balanced and ready for use right from the barrel! Keeps rust and sediment off clothing...is made to work at break temperatures throughout on white work!

H-K DRY BLEACH AND DETERGENT

...The single product with the triple action: removes stains...whitens...aids rinsing! Special soap-stripping action clarifies linen—assures fresh, clean, sweet-smelling work. Use right from the drum!

NO. 996 UNIVERSAL DETERGENT...For laundering overalls, workclothes, floor mops and similar items. Removes grease better, rinses quicker, washes cleaner. Shorter washing formula. Safer to fabrics, too!

SENECA...The non-congealing starch that gives a fine, smooth, even, uniform finish that means greater customer satisfaction! Used dry in the wheel.

LUSTERFIXE...Made especially for the laundry operator who wants to get the whitening result of a complete sour and a blue in one product—and in one operation! Excellent for removing yellow perspiration stains from collars.

S. R. F....For the fastest, most economical washes you've ever seen. Saves fuel...water...time...and increases the capacity of your equipment! A super rinsing-aid!

C. W. P....The "seeing eye" of laundry service—designed to do a selling job for you through the appeal of cleaner, brighter unfaded colored work!

INEX...The miracle rinsing aid! Inex brings you "whiter" white work than ever before possible—and does it with a big reduction in time, labor, fuel and equipment. Saves on water...taxes. Brings wash a truly "new" degree of whiteness!

LIMESOLV...Add it dry to the wheel—just as it comes from the drum—and it almost immediately disperses and checks limesoap deposits on linens!

BLUFIXE...Removes stains—and its even distribution of blue assures you gleaming whiteness, does away with gray deposits, avoids soap specks. Sterilizes—gives you whiter washes!

COLORFIXE...Checks color bleeding, prevents contact stains, imparts a soft finish—and deodorizes. For truly superior color work! Use on all classifications—white or colored. The universal sour!

ACROTEX...The new and long-wearing anti-static cover cloth that's perfect for your flatwork ironers. Requires fewer changes...means better finishing and more savings for you!

THERMOTEX...The miracle cover cloth that averages twice the length of service of rival cover cloths! Speeds up production, improves finish. Wears like iron!

DIASAN...Gives linens an enduring antiseptic finish that helps combat the spread of germs from linen surfaces. Destroys Staphylococcus Aureus on contact!

LEVELON...The blue that takes evenly on all classes of work—never shows-up albumen stains. Hard fabrics and soft fabrics—all come out the same uniform shade. Saves its cost in water alone!



Established 1851

H. Kohnstamm & Co., Inc.

NEW YORK 13, 161 Avenue of the Americas . . . CHICAGO 11, 11-13 E. Illinois St.
LOS ANGELES, (P. O. Address) 2632 E. 54 St., Huntington Park, Calif.

Foremost Manufacturer and Distributor of Quality Laundry and Cleaning Supplies

ALAMEDA • ALBANY • ALBUQUERQUE • ATLANTA • BALTIMORE • BOSTON • BUFFALO • CINCINNATI • CLEVELAND • COLORADO SPRINGS • DALLAS • DAYTON • DENVER
DETROIT • FARGO • GREENSBORO • HOUSTON • INDIANAPOLIS • JACKSONVILLE • KANSAS CITY, MO. • MEMPHIS • MINNEAPOLIS • NEW ORLEANS • OMAHA
PHILADELPHIA • ST. LOUIS • SAN ANTONIO • SEATTLE • TULSA

FACTORIES: BROOKLYN, N. Y. • CAMDEN, N. J. • CLEARING, ILL. • CHICAGO, ILL. • KEARNY, N. J. • NEWARK, N. J. • LOS ANGELES, CALIF.

Handy hampers

There's a work buggy
to suit every purpose

LAUNDRY HAMPERS, baskets and trucks are still the most common and important means of moving bulk loads from one work station to the next in the plant operation. Yet their use is generally taken for granted and we often lose track of the fact that there are many types of trucks designed for specific purposes.

Laundry trucks are made of canvas, wood, metal and plastic in capacities ranging from 2 to 20 bushels.

For one reason and another certain types have become closely associated with various segments of the laundry industry. For example, the wood-and-wire box trucks and pressed-wood box trucks have long been favored by linen suppliers.

The canvas cotton duck hampers on a steel frame are widely used by family laundries and institutional plants. But there is a difference. For hospital use, the duck is laced to the frame instead of being permanently attached, to facilitate removal and washing.

Some of the newer canvas duck trucks are plastic-coated to make them water- and mildewproof.

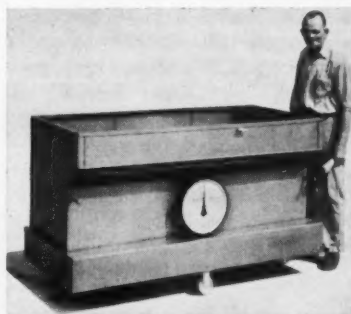
One-piece plastic or fiber-glass trucks are associated with new package plants. They're lightweight, easy to maintain, and the color is permanent since it's molded in.

The trucks may be equipped with 3- to 5-inch stationary or swivel casters or a combination of both. The casters can be of rubber or steel with plain or self-lubricating bearings, equipped with thread guards and affixed to either the corners or the sides of the base frame. Some have hardwood skids in place of wheels.

The shapes of baskets also vary to fulfill certain purposes. One of the more unusual is a pie-shaped hamper designed for sorting soiled linens. When several of these are placed side by side, they form a semicircle around the operator who stands at the apex. Other types shown in pictures. □□



Shake-out truck is made of steel frame with body flared at top to hold flatwork ready for finishing. Body can be unlaced and removed for washing



Portable scale holds up to 500 pounds dry weight; is designed for large three-pocket units where correct weight is essential. Drop door aids in unloading

Spring-platform truck was developed exclusively for use at small-piece flatwork ironer. As work is removed bottom rises to eliminate stooping and bending



Elevated trucks of plasticized canvas and others of molded fiber glass are used in this plant which features individual bundle washing

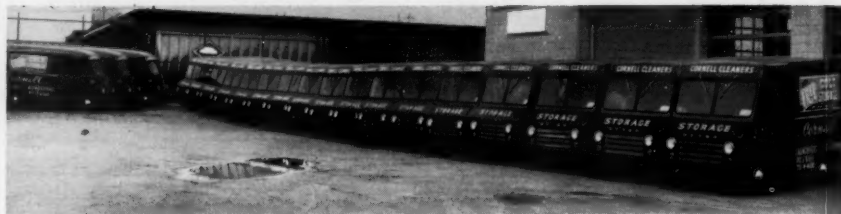


Slanted truck, used in hospital with large-capacity equipment, is outsized but cut down side facilitates unloading. Note top lacing preferred in hospital work





Truck news



Cornell gets replacements for leased fleet

A fleet of 30 brand-new trucks was placed proudly in service recently by Cornell Steam Laundry Co., Philadelphia, Pa. In keeping with the firm's policy of the past 25 years, the vehicles are leased from a local truck rental company. The replacement of an entire fleet of trucks at one time is unusual for the laundry industry.

FAITH IN FUTURE

The move is a big step, according to Lester Fertman, Cornell secretary, in attracting the public's eye to the fact that the laundry and drycleaning industries are moving forward with the proper attitude and faith in the 1960's. The firm has been in the laundry and drycleaning business since 1916, serving Philadelphia and its immediate suburbs. The company also does industrial laundering.

Concurrent with delivery of the new truck fleet was the opening of a new parking area adjacent to the plant.



Photo courtesy International Harvester Co.

New trucks serve new babies

Eight new multistop delivery trucks (two are shown here) were recently placed into service by Crib Diaper Service, Evanston, Illinois, as replacements in the firm's 10-truck fleet that covers a large portion of northeastern Illinois. Shown in the photo are J. L. Weinberg (left), president of Crib Diaper Service, and R. D. Moss, salesman for the firm that manufactured the vehicles.

According to Mr. Weinberg, his 21-year-old firm picks up, cleans and delivers four to five tons of baby diapers every day. A 40-mile-square area

which stretches from the northern Chicago city limits to the Wisconsin state line is covered by Crib's routes.

Each of the brightly decorated trucks works a different city in the area each day without returning to the plant, making good use of the trucks' 390-cubic-foot load capacities.

Mr. Weinberg also maintains diaper service operations in Milwaukee and Louisville and believes his business is entering a 10-year period which will be marked by extremely rapid growth. Predictions of a sustained birth rate are the reason.

Routeman's helper covered by compensation?

An opinion offered by the North Carolina Industrial Commission on compensation coverage holds that if a helper is employed by a routeman (or not paid at all) and travels on a laundry or drycleaning truck without the knowledge and consent of the plantowner, it is possible that a workmen's compensation claim would not be allowed.

In case the helper filed a civil suit for damages he would have to prove negligence on the part of the employer. However, if he could prove in some way that the plantowner was benefiting by his services, he might have a case, according to the Commission which pointed out a State Supreme Court ruling some years back holding an ice manufacturer to

be liable even though a helper was paid by the man running the route.

Conclusion: Forbid your routemen to employ helpers with or without pay. If they must use helpers, they should be covered by workmen's compensation insurance, even though it costs a little more, because it limits your liability in the event of an accident.

A CHALLENGE TO THE PROGRESSIVE LAUNDRY MAN!

The new laundry WASHEX saves thousands of dollars in the washroom 3 ways:

1. SAVINGS IN LABOR

Up to 70% of the labor required with conventional washroom equipment can be saved with WASHEX. There is no double handling of loads with WASHEX — no need to transfer soaking-wet work from a washer to an extractor, no time consumed to balance extractor baskets. There is just one loading and unloading.

This work simplification doubles your present production rates. Compared to 300 — 700 P/OH* with conventional equipment, production with WASHEX jumps to 1200 P/OH. *The immediate result is reduction of your present washroom manpower and lowering of labor cost.*

2. SAVINGS IN HOT WATER, SUPPLIES AND TIME

The washer-extractor enables the use of shorter wash formulas and savings of time and supplies by employing short, intermediate extractions within the wash formula. Specifically, with intermediate extractions,

the number of suds needed for heavily soiled work is reduced in many cases to just one;

the number of rinses are reduced to less than half of those required with conventional equipment;

on diapers one flush and an intermediate extraction accomplishes more than several flushes required with conventional washers.

... And all this is achieved without any reduction in washing quality!

Water savings with WASHEX are 20%, and often up to 50% on long formulas with many rinses or flushes. Fur-

*P/OH=Pounds per operator hour.

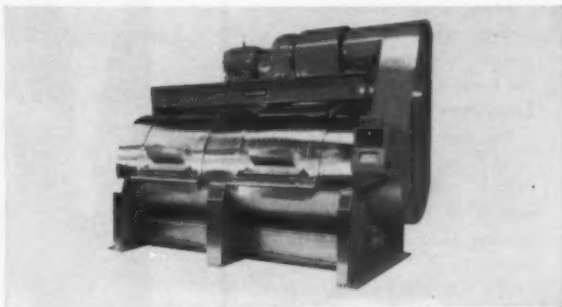
thermore, fuel to heat all this water is saved!

And what about time? The time saved by the shorter wash formula in a WASHEX more than offsets the extraction time. Actually as many — and even more — loads per day are turned out in a WASHEX as in a conventional washer.

3. SAVINGS IN FLOOR SPACE

If you've been looking for more production capacity, WASHEX provides the answer! One WASHEX does the work of two conventional machines and saves the space occupied by the extractor. Wash aisles can be much smaller, for there is no extra space necessary to store or to push around extractor containers. *The actual savings with WASHEX over conventional equipment amounts up to 40%.*

In most washrooms the side loading design of a WASHEX allows for perfect fit into existing wash alleys without any major layout change. Yes, with WASHEX you get increased washroom production with no costly building expansion.



There is much, much more to the WASHEX story! Write us without obligation, or attach this ad to your letterhead.

WASHEX MACHINERY CORPORATION

• 192 BANKER STREET, BROOKLYN 22, N. Y. •

North Carolina fullers meet



What's a fuller?

The cleansing of cloth has for centuries been known as the Art of Fulling.

Fred Dodge, executive secretary of the North Carolina Association, uncovered this fact in searching for a way to relate his present-day members with the craftsmen of antiquity.

His research revealed that archeologists had actually found the house of a fuller in the ruins of Pompeii which was wiped out by a volcanic eruption in 79 A.D. The walls of the house were decorated with many murals showing how clothes were washed and finished in those days.

One panel also pictured an owl, symbol of Minerva, patron divinity of the fullers, sitting on a bleaching frame. And a man pictured beneath had leaves from the olive tree sacred to this same goddess.

From this graphic presentation evolved what is now the new symbol identifying members of the North Carolina Association of Launderers and Cleaners.

The owl on a bleaching frame symbolizes wisdom. The olive branch represents the ancient symbol of life. Hence, through wisdom fullers give new life to fabrics.

The completed history is printed in a copyrighted folder entitled "The Story Behind the Symbol" which is available to North Carolina Association members at moderate cost.

THE FIFTY-THIRD annual convention of the North Carolina Association of Launderers and Cleaners was the biggest and best to date. A total of 241 persons registered for this year's two-day convention and exhibit, which took place in Raleigh, June 8 and 9.

Employee teamwork: Since 61 cents out of every laundry sales dollar is paid out in employee wages, Robert Dolhof, director of personnel at the American Institute of Laundering, believed plantowners should concentrate most of their efforts in reducing costs here.

- He foresaw the need for greater efficiency in the Sixties as unions got stronger and governmental pressures increased. One solution: More emphasis on human engineering to increase efficiency above the average 60 to 70 percent mark.

- How do you get more efficient workers? Mr. Dolhof suggested (1) having older workers screen prospects, (2) setting up standards of employment—for attendance, production, quality, (3) using dexterity tests in hiring, and (4) holding exit interviews with departing employees.

- What do workers want? Supervisors and managers may not agree but studies conducted indicate workers' wants run in this order: (1) appreciation,

(2) feeling in on things, (3) help on personal problems, (4) job security, (5) good wages.

Your cleaning plant: J. C. Alexander, director of research, Adco, Inc., saw the trend towards more interplant competition for the customer's cleaning dollar. He believed the successful plant would be the one that won the customer's confidence, cleaned up its facilities, pepped up its people and machinery.

Profits from dyeing: Walter Loebel, Loebel Dye House, Roanoke, Virginia, tried to educate his listeners to the fact that there is good money in dyeing if common sense is used in accepting only those items that will dye well.

Management: A. L. Christensen, A. L. Christensen and Associates, Joliet, Illinois, gave a talk on the fundamentals of successful plant management. His address is carried elsewhere in this issue.

Pricing practices: National Institute of Drycleaning Director Joe May, Joe May Cleaners, Atlanta, Georgia, conducted a panel on current pricing practices in North Carolina.

The panelists included Earl Bays-



Officers' line-up includes, left to right: newly elected President E. L. Stalvey, retiring President H. E. Lane, Sergeant-at-Arms C. W. Grimes, Vice-President T. W. Weeks and Executive Secretary Fred Dodge

Using
LUMAR
 is like having
 your own
MONEY
TREE



If smoother, trouble-free production means more profit for you, then using Lumar is just like having your own money tree. Penny by penny your production savings will grow. Will you let Lumar do any or all of these time-saving, trouble-saving things for you?

- ◀ Make fabrics easy to pull, thus speeding up unloading of wash wheels.
- ◀ Cut extraction time from 15 to 25 per cent.
- ◀ Permit faster shake-out, faster "lays" on presses.
- ◀ Prevent rolling on flat work ironer.
- ◀ Help tumble work dry faster.
- ◀ Eliminate static and minimize lint.

These are just some of the benefits you can enjoy if you use Lumar, the original powdered fabric softener. Moreover, Lumar is inexpensive

(1½ oz. per 100 lbs. dry weight of clothes) and clean and easy to use (simply add dry to the sour or starch cycle).

Thousands of laundries use Lumar faithfully—wouldn't operate without it. So certain is our belief in it that we offer this

GUARANTEE

If Lumar doesn't do what we say it will do, return the unused portion to your laundry supply distributor and receive a refund for the full drum.

★ ★ ★

We also make Marlynbrite which whitens whites and brightens colors—beautifully!

MARLYN CHEMICAL CO., INC.
 LAKEVIEW OHIO



Fullers filling up during coffee break at two-day convention held at the Sir Walter Raleigh Hotel in Raleigh. Attendance topped previous year's record turnout by three

den, Harold O'Neal and Sidney Smith. In comparing the prices they charged for various items of attire, the price varied in some cases as much as twice the lowest quoted figure.

Mr. May, personally, believed cleaners should charge extra for full skirts, replacing buttons, pleats, etc. And that the base price for a fancy dress should start at a higher figure than a plain dress.

Employee communications: Coulter Prendergast, Marlin Firearms Co., New Haven, Connecticut, cited these two basic guides for better communication: Just remember—

1. Employees are consumers—the same people who buy your products—they can be sold.

2. You must use repetition and persuasion to sell them.

Surveys have shown that most people (47 percent) credit union leaders with making the most improvement in our standards of living. Management, he felt, loses out because it doesn't keep selling its fringe benefits. For example, he felt management should emphasize "paid vacations" rather than just post a "vacation schedule."

Boiler operation: B. C. Bell, General Coal Company, Philadelphia, gave a rundown on the various types of boilers used in laundry operations. And cited some case histories involving coal-burner operation problems which were solved.

Coin-op drycleaning: Dr. Joseph R. Wiebush, director of research at NID, brought the audience up to date on

coin-op drycleaning operations. While there is only one company selling the units at the present time, two more should launch their campaigns by the first of the year. While customers have been enthusiastic Dr. Wiebush pointed out that little has been said about the economics of coin-cleaning operation. In his opinion "It doesn't look like a get-rich-quick scheme." Marginal operators might be the ones to suffer if coin cleaning gains a toehold, he said, but the quality plant will be last affected.

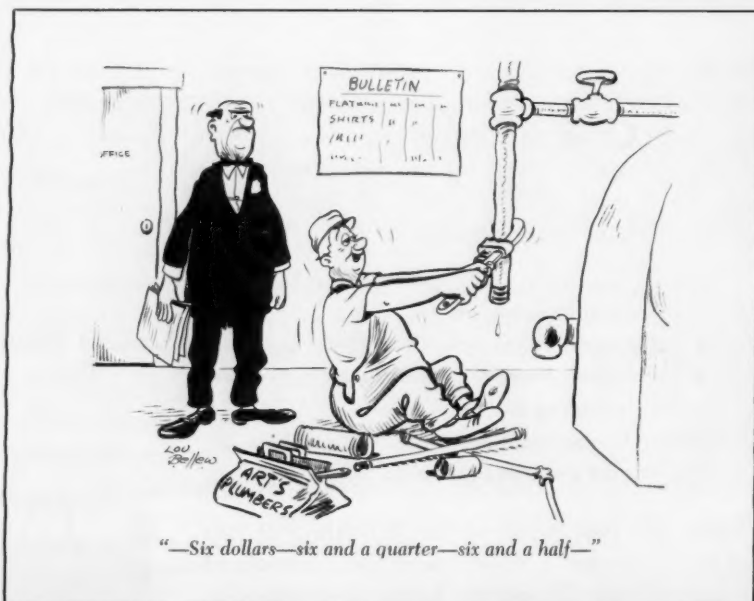
Future fibers: Dr. Harley Jennings, senior research associate, textile chem-

istry, North Carolina State College of Textiles, reported that three new, chemically different fibers are being introduced to the trade each year. And that modifications are being presented at the rate of one a month.

Among the new products now on the drawing boards are: a synthetic elastic fiber that withstands drycleaning; a new finish to give durable water repellency; an aluminum-synthetic blend which may be as fire-resistant as asbestos.

The cracker barrel: Another popular session, conducted by C. W. Grimes, Grimes Cleaners, Charlotte, gave the members the opportunity to discuss problems which affected them directly; e.g., what to do about cut-rate competitors, whether or not to charge for repairs, etc. It was generally agreed that lowering price to meet competition was a mistake. And that charges should be made for all but minor repairs.

New officers: Edward L. Stalvey, Arrow Laundry, Charlotte, was elected president, succeeding Henry J. Lane, Henderson Laundry, Henderson. The vice-presidents are Robert J. Grier, Grier Dry Cleaning & Laundry, Belmont; Paul Wilson, High Point Laundry, High Point; Tom W. Weeks, Albemarle Laundry, Elizabeth City. C. W. Grimes remains sergeant-at-arms.—Henry Mozdzer



Can you
please the man
who's hard
to please?



Here's a man who's fastidious on the job . . . and in his personal habits as well. You can bet that he'll be hard to please when it comes to shirt work. He'll want his collars just right, his cuffs smooth and crisp. That's why so many professional laundries and cleaners are using Huron wheat starches—Instant Starch or Velvet Rainbow® to assure top-quality work.

Huron Instant Starch requires no mixing because it is added directly to the wheel in the powdered form. Yet you'll be sure of the same high quality standards that you've come to expect from Velvet Rainbow. Whether you select H.I.S.® or Velvet Rainbow, you can be sure of the best when you specify Huron wheat starches.

The name of your nearest distributor of economical Huron® commercial starches is available from Hercules.



Huron Milling Division, Virginia Cellulose Department

HERCULES POWDER COMPANY

INCORPORATED

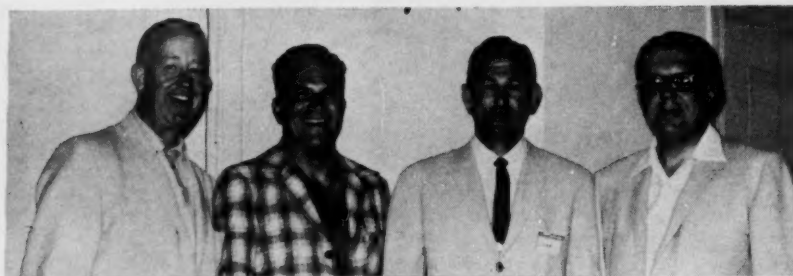
900 Market Street, Wilmington 99, Delaware



VH60-4

JULY, 1960

51



For 1960-61: Here are California Laundry and Linen Supply Association's new officers, left to right: treasurer, Gareth Gillis; secretary, Mark Gamett; president, John Logan, and first vice-president, James Foasberg

The California laundry-linen show

MORE THAN 300 delegates turned out for the 47th annual convention of the California Laundry and Linen Supply Association at the Hotel Del Coronado, San Diego, June 2 through 5. Here were some of the highlights:

- The members were introduced to a number of new home counselors now employed by public relations-conscious laundries and linen supply plants in San Diego, Bakersfield, Phoenix, Long Beach, Santa Ana and Anaheim. This session featured Norman Foster, Don and Donna Diego, Miriam White and Wilbur Kelley, Kay Woods and "Stubby" Newman, Dot Young and Perry Chisum, Cathryn Wright and Jim Foasberg, Camilla Hawk and Bob Chambers, Betty Russell and Bob Larsen. (Camilla and Betty are linen supply.)

- A panel on "Laundry or Linen Supply—Which or Both?" had Roy Maryatt, Kleen Towel Service, Los Angeles, telling how to specialize. Herb Kitto, National Towel & Laundry, Stockton, described the operation of his combination laundry-linen plant. And Jack Lansdale, Sr., Colonial Textile Service, San Diego, explained why his linen, industrial and family laundry are separate.

- Another panel session was devoted to the subject "I Bought a Plant and Made It Pay." Tom Larsen of Sanitary Laundry, Santa Ana, told how he bought the Averill-Morgan of Hollywood, which had a 43 percent productive labor figure, and brought it down to 26 percent in six months. John Logan, Del Monte Launderers, Pebble Beach, and Eli Bariteau, Kerick Laundry, Santa Cruz, told how they went about making their new

plants pay. The mistakes they made, the things they learned and the success they have achieved.

- Peter V. Pano, production engineer, Linen Supply Association of America, advises the members on lay-out. How to make changes, how to evaluate workflow, how to use charts and diagrams to increase efficiency and profits.

- David P. Wallace, president, American Institute of Laundering, told of the new research program currently under way at AIL and what it would mean to members.

William H. Patterson, Convair Astronautics, displayed production models and films of the Atlas ICBM which his company produces.

- New officers: John E. Logan, Del Monte Launderers, succeeds George Nelson as president. James W. Foasberg, Foasberg Laundry, Long Beach, was elected first vice-president; Herbert Kitto, National Towel & Laundry, second vice-president; Mark W. Gamett, Las Vegas Laundry, Las Vegas, Nevada, secretary; and Gareth K. Gillis, Sterling Towel Supply, Fresno, treasurer. □□

Pacific northwest meet

TWO NATIONAL industry leaders forecast to the annual meeting of the Pacific Northwest Laundry, Cleaning and Linen Supply Association in Tacoma, Washington, that the Sixties will call for sharp operation but hold new opportunity for those who have their houses in order.

George Isaacson, general manager of the American Institute of Laundering, said the future portends more working wives, therefore more double-income families with larger discretionary income. The launderers' and cleaners' job is simply to get their share of that available money.

As a means to this end, he suggested that they consider the coin-op not as a competitor, but as a source of business. The AIL, in its pilot operation, has been very successful in upgrading these coin-op customers

and making regular laundry clients out of them.

Mr. Isaacson also predicted that the present wash-and-wear fad would decline and the drip-dry shirt would lose much of its sales appeal. But in spite of these favorable signs, he said, the industry would have to gear up to efficient, economical operation to merit its share of the consumer dollar and to face competition from synthetic and paper products designed to eliminate or minimize cleaning and laundry services.

Ray Vermeers, president of the National Institute of Drycleaning, quoted statistics to show that the drycleaner today is getting a smaller part of the per capita dollar and warned that this trend must be reversed, or at least checked, if the industry is to continue to prosper. The answer to the prob-

New! ^{AJAX} HI-SPEED Shirt Folder

ELIMINATES "SHIRT PILE UP"

**Changes LOSS HOURS to PROFIT HOURS with simple quick operation.
Folds one hundred and twenty shirts per hour and up!**

With this outstanding AJAX HI-SPEED SHIRT FOLDER even an inexperienced operator can keep the end of your production line open and flowing smoothly by producing up to one hundred and twenty shirts per hour and more. Check these **eight advantages** that insure you of increased shirt production.

- Exclusive New Follower-Arm Guides
Cuff to Perfect Folding Position
- Uniform Fold Every Time
- Uses Any Shirt Board Or Pack
- Correct Location Of Supplies
- New Exclusive Heated Collar Form
- Minimum Training Time Required
- Faster, Easier Operation
- Simple, Rugged Construction

AJAX

*Folds Better!
Folds Faster!*

See one in operation today at your local AJAX distributor or write to AJAX Pressing Machine Company, Salt Lake City, Utah for full details and specifications.

Your choice of front or side fold table models. Lay-down collar blocks optional.



MODEL RFT



MODEL SFT

AJAX PRESSES

MANUFACTURERS OF AJAX PRESSES SINCE 1929

SALT LAKE CITY, UTAH



lem, he pointed out, is intelligent merchandising to expand industry services and efficient operation to keep them competitive.

Other industry speakers offered technical information on how to gain and maintain that efficiency. These included Dr. Dorothy Siegert Lyle, NID director of consumer relations;

Dr. J. C. Alexander, director of research, Adco, Inc.; Dr. Louis F. Luechauer, textile chemist, Far Best, Inc.; Duane Lawrence, AIL director; T. W. Gooding, national sales director, American Linen Supply; and Stanley Rosenthal, Washex Machinery Company.

The convention picked Vancouver,

New officers and their wives seated at the head table are, left to right: Gary Hersey; Mrs. Ray Vermeers; Paul Neuman; Mrs. William Short; Frank Watson; Mrs. Gary Hersey; Edward V. Hudson, retiring president and convention host; Mrs. Hudson; Howard F. Keeler; Mrs. Frank Watson; Mrs. Paul Neuman; and Ray Vermeers

British Columbia, as the site for the 1961 meeting, and Frank Watson of that city as its new president. Other officers elected are: Paul Neuman, Seattle, vice-president; Howard F. Keeler, Seattle, treasurer; William Short, Seattle, secretary; and Gary Hersey of Tacoma, chosen sergeant-at-arms. □□



Large audience at WILMA Institute in Milwaukee heard speakers on many aspects of laundry manager's role in hospital administration

A THREE-DAY Institute conducted by the Wisconsin Institutional Laundry Managers Association, held May 16-18 at St. Joseph's Hospital in Milwaukee, Wisconsin, drew an attendance of 120 laundry managers, administrators and allied tradesmen. The large turnout was treated to interesting discussions by a knowledgeable array of hospital executive personnel and allied tradesmen.

The broad area of laundry management and the laundry manager's relationships with other supervisors in his hospital was covered in a series of talks by Karl Glunz, an assistant administrator; Ray Winter, an administrative director; Jack Schuhman, a personnel director; Bob Beaver, a chief engineer, Mrs. Marion Schreiber, an executive housekeeper, and Sister M. Gertrude, a linen supply supervisor.

Mr. Glunz pointed out the LM's responsibility to the patient is just as important as that of the nurse, because the patient must be served with clean linens of one type or another from the moment he is admitted to the time he

Wisconsin LM's hold three-day institute

is discharged from the hospital. Mr. Winter emphasized that proper laundry management and supervision of labor and material can mean tremendous financial savings. The responsibilities of the LM in recruiting, training and staffing were highlighted by Mr. Schuhman, who emphasized the need for good employees in the hospital laundry, not the marginal types usually shunted into the laundry.

Chief engineer Bob Beaver, together with Joseph Stockinger, a laundry manager, discussed preventive maintenance, pointing up the need for co-operation between the two for keeping equipment in good running condition and preventing unnecessary laundry "down time."

Increased understanding between the laundry manager and the nursing service was called for by Mrs. Marion Schreiber, who described interdepartmental relations with the laundry. Similarly, Sister M. Gertrude felt the laundry manager should be cognizant of the problems of linen purchasing, replacement and inventory control. This subject was expanded by Charles Schmitt and Fred Polzin of Will Ross, Inc., both of whom explained the application of synthetic fabrics to hospitals and the importance of careful purchasing.

Sister M. Verona, a laboratory supervisor, spoke on the spread and control of infections, and Sisters Jovita Marie and M. Dolorita OSF, laundry managers, discussed hospital laundry layout, design and workflow. Rounding out the laundry manager speakers were Earl Behling and Robert Conard, who joined to lead a panel discussion on safety in the laundry operation.

Among the allied trades presentations was a demonstration on work simplification and methods improvement by Ray Murphy of the Thompson-Hayward Chemical Co., and explanations of stain removal processes by Fred Schwarzman of the Wilson Chemical Co. Richard Anderson of Wyandotte Chemicals Corporation spoke on washroom chemistry, demonstrating the use of chemicals like alkalis, bleaches and sours, and pointing out the advantages of a well-tested washroom formula.

Duane Young, second vice-president of the National Association of Institutional Laundry Managers, closed the meeting by stressing the importance of belonging to both national and local organizations in the field.

—Sister M. DeChantal, O.S.F.,
Laundry Manager, St. Joseph's
Hospital, Milwaukee, Wisconsin



SHIRTS

... *feel softer*

It's a feel of quality. Magic Rinse softness pleases everyone, ends "no starch" complaints, eliminates bonding of sleeves and pockets.

... *finish faster*

Shirts come wrinkle-free from extractors, handle easier for faster "lays." Wash extracts 25% faster, too.

... *stay fresher*

Magic Rinse is bacteriostatic, inhibits perspiration odor, even on the hottest days. Shirts *stay* wrinkle-free, look fresher longer.

... *last longer*

Fabrics do last longer because the softened fibres resist "break." Magic Rinse eliminates sharp, scratchy cuffs and collars that cause wear so quickly.

.....

You *and your customers* are bound to Appreciate these Magic Rinse "extras" . . . And the Cost is a fraction of what you'd expect. Call your supplier for a trial 50 pound pail, or write direct for more information.

Magic Rinse

EDMAR CHEMICAL COMPANY

3939 Valley Road, Cleveland 9, Ohio

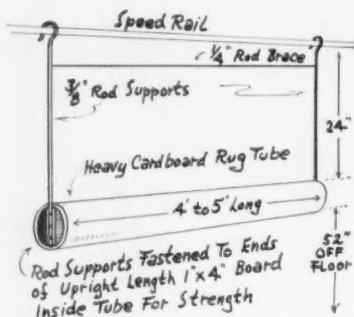
Jobber inquiries invited.

bellev PRINTS

A COUPLE of weeks ago while driving to Sacramento, California, I overtook one of those huge transcontinental trucks. Evidently the driver (or in deference to my laundry friends, I should have said 'salesman') anyhow, he had a weird sense of humor. On the back of the rig was a big sign "IF YOU CAN'T STOP . . . SMILE AS YOU GO UNDER."

DRAPE TRANSPORT

This is really a handy way to transport heavy drapes from the finishers to the folding operators, especially if the two operations are separated by considerable distance as most are.

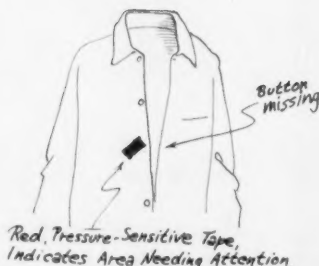


Caspar Kolb in Sacramento uses a 4- or 5-foot long section of heavy cardboard tubing such as is used to roll new rugs on for delivery. The tube is five inches in diameter and a length of 1-by-4-inch board fits inside. To the ends of the 1-by-4 he fastened lengths of three-eighth-inch rod and bent the ends so they hook over his speed rail. Near the top he welded a length of quarter-inch rod for extra strength.

This positions the big cardboard tube about two feet below the speed rail, and 52 inches above the floor. At the finisher's section the drapes are laid across the carrier and pushed along to the folding machine. This has eliminated the awkward aspect of handling them and kept wrinkling at a minimum.

TAPE POINTS TO REPAIRS

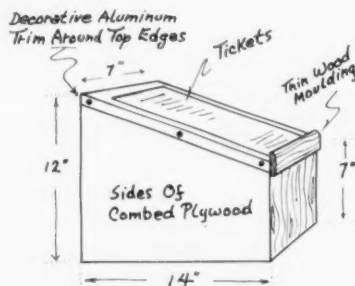
Here's an idea to speed shirt repairs. Dick Owen, who is Wilbur Kelley's assistant at Kelley French Laundry & Cleaners in San Diego, California, explained it to me. They use a little piece of bright red, pressure-sensitive paper tape at the shirt units to point out the need for a button or other repair to the repair girls.



The tape leaves no mark of any kind when removed from the fabric, and saves the girls from wasting time inspecting the entire shirt to determine the repair needed. Best of all, it almost entirely eliminates the chance a repair lady will miss a badly needed bit of attention to a second or even a third portion of the shirt.

TICKET WRITING STANDS

My attention was attracted to a more convenient way for the girls to fill out tickets in the Kelley French call office. Unless a counter is more than average height, it puts a tall girl in an awkward position to fill out the needed information on a ticket. Here at Kelley's they have provided more convenient writing surfaces for the tickets.

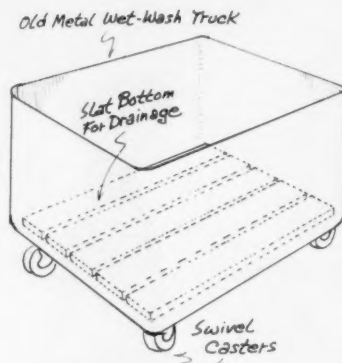


Tickets are positioned on small sloped boxes for easier writing. These boxes have tops just a little wider and longer than the tickets used. They are made of combed plywood to conform with the rest of the office decorations.

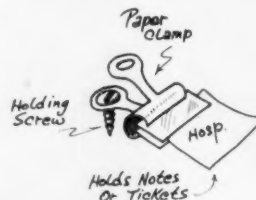
DO-OVER TRANSPORT

Where many launderers experience trouble in getting go-backs reunited with their proper lots without undue delay, it seems to be no problem at all at Kelley French Laundry & Cleaners in San Diego.

Here they use a couple of old-time wetwash trucks. One of these red-colored metal trucks is positioned at the flatwork department. At the end of each lot all do-overs are tossed into this truck, which then backtracks through each finishing department picking up do-overs from that lot as it proceeds to the washroom. As soon as the do-overs are washed and extracted, they are placed in the same truck and expedited to the various finishing departments until the truck winds up back at the flatwork department. The finished work then is quickly reunited with its proper lot for faster check-out.

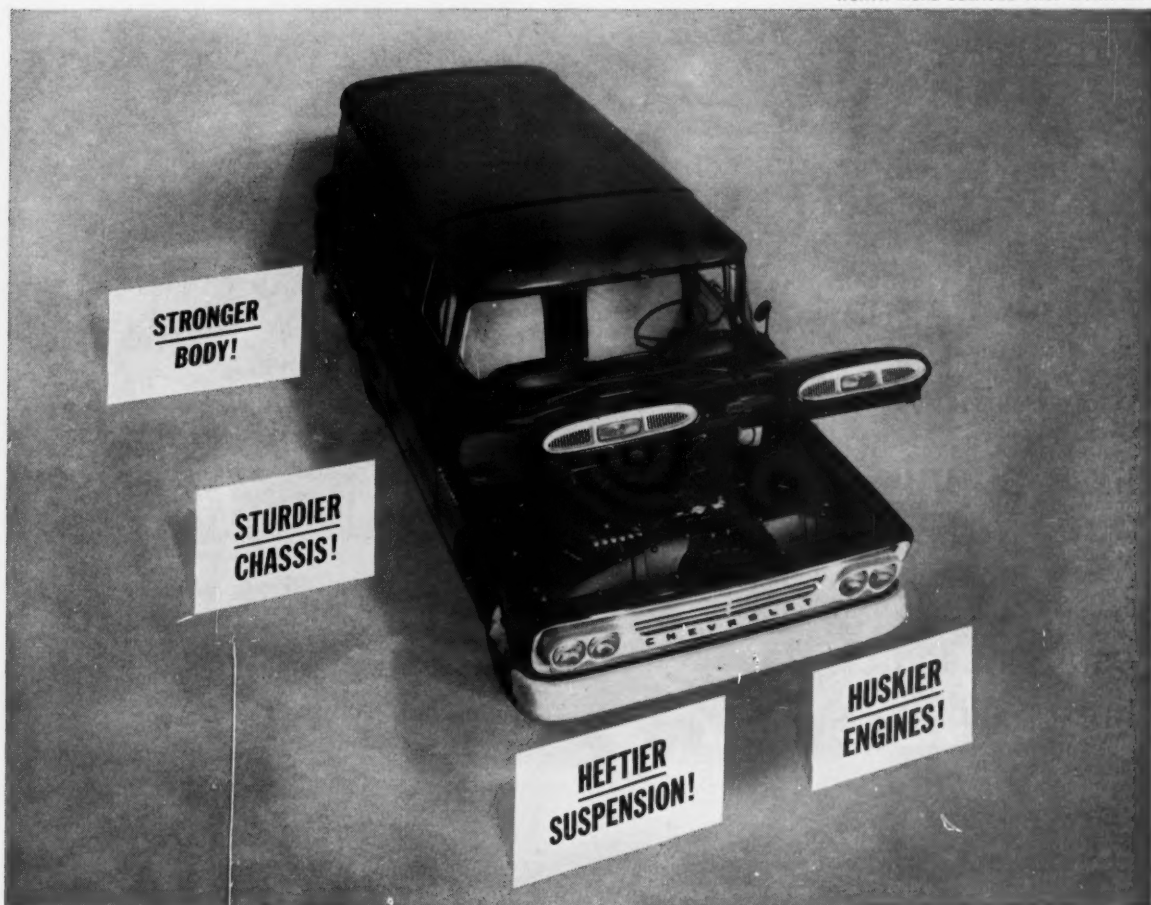


Needless to say, as one of the red wetwash trucks leaves the flatwork department for its return trip to the washroom, another truck is moved into position at the flatwork department to receive any other do-overs.



PAPER-CLAMP ADDICT

Recently at Earl Fast's Soft Water Laundry in Long Beach, California, I found the washman even dreams up gadgets. He had made good use of little metal paper clamps all around his domain for holding notes and tickets. Some were held in place with wire, others were permanently fastened to washers and extractors with either metal screws or nuts and bolts.



CHEVY'S PUT TOGETHER TO STAY TOGETHER ...TO CLAMP DOWN ON COSTS!

Here are the strongest truck components known... assembled lastingly, with care and craftsmanship. It's Chevy's way of making sure you get maximum truck life; extra assurance of higher profits because of far fewer maintenance and repair charges.

NEW STRONGER BODY CONSTRUCTION. New steel braces reinforce underbody, minimize harmful vibration. Husky new box-section pillars frame door openings, keep doors in lasting alignment. Heavy-gauge roof panel has 5 supporting bows for extra strength.

NEW STURDIER CHASSIS COMPONENTS. New stronger frames with rigid box-section rail design increase torsional stiffness up to 1100%! And brakes are bigger for longer brake life and safer stopping. Bigger capacity axles and suspensions boost load-carrying ability.

TRUCK-BUILT V8's AND 6's. Components such as brawny forged steel crankshafts, long-lasting precision bearings and oil bath air cleaners provide sure dependability that keeps your maintenance costs down.

NEW HEFTIER SUSPENSION smooths the ride; protects everything from wear and tear. Independently suspended front wheels, rigid control arms and strong torsion bar springs take tough runs with strength to spare.

■ Chevrolet's building 'em *tough* these days, even tougher than ever before. And that's saying something when you consider how Chevrolet trucks have stood up over the years. Here's a typical example:

101,000 miles on a truck-busting job—and still going strong! The strength and stamina of this Chevy pickup has paid off handsomely for the Mitchell Insecticide Company, Inc., of Fairfax, S.C. In rugged service, hauling maximum loads of nitrogen throughout the southeastern states, this Chevy has logged 101,000 miles with no mechanical trouble at all.



That kind of performance has been Chevy's stock-in-trade for years; and the '60's are designed to put out even more of it. See your dealer for all the details... Chevrolet Division of General Motors, Detroit 2, Mich.

1960 CHEVROLET STURDI-BILT TRUCKS



Yellow Pages: key to new linen supply sales

Best phone directory
results based on
three main steps



Display ads under various classifications get complete coverage

HIGH ON THE LIST of advertising media for most linen supply firms, where finding new customers presents a continuing challenge, are the classified telephone directories. Especially well adapted to their needs, yellow page ads are generally used in this field with maximum effectiveness for sales promotion.

As shown by cumulative experience in the linen supply field, best results from classified telephone directory advertising can be obtained by keeping these main points in mind:

1. Make certain you are represented in all the directories that circulate in your trading area in order to reach all potential customers in your market.

2. Be sure you are listed under all appropriate headings in the directories you use because surveys show that people think in terms of their specific needs when using the yellow pages.

3. Use display advertisements in the most important of these headings to be certain your ad attracts the attention of prospective customers and that it provides all the information necessary to facilitate a decision and telephone call.

Linen supply firms in metropolitan centers find it especially important to list their services in all the outlying directories covering their trading area in order to reach as many prospective customers as possible along their routes.

A good example is the State Linen Service, a firm which operates a linen supply business in Hempstead, Long Island, New York, and surrounding towns as an adjunct to its main laundry business. State lists itself prominently not only in the Nassau County classified directory—which covers Hempstead—but also in three other yellow page sections in adjoining towns.

This company, according to its president, Abraham J. Abrahams, has been supplying clean linens to a wide variety of commercial establishments, such as restaurants, barber and beauty shops, since 1937, and has been a yellow page advertiser from the start. With five of its 40 trucks handling its more than \$200,000 annual volume in linen supply, approximately three-quarters of its advertising budget for this service is allocated to the yellow pages.

State Linen Service is listed under six different headings in the classified directories it uses. The headings include "Coat & Apron Supply Service," "Towel Supply," "Overall Supply & Cleaning Service," "Wiping & Polishing Cloths," "Uniform Supply Service," and "Linen Supply."

Mr. Abrahams feels that the yellow pages play a vital part in securing new business for his firm. Proof is the approximate 40 percent of his new customers who find his firm through the yellow pages. The remainder are picked up through personal calls by solicitors and routemen. □□

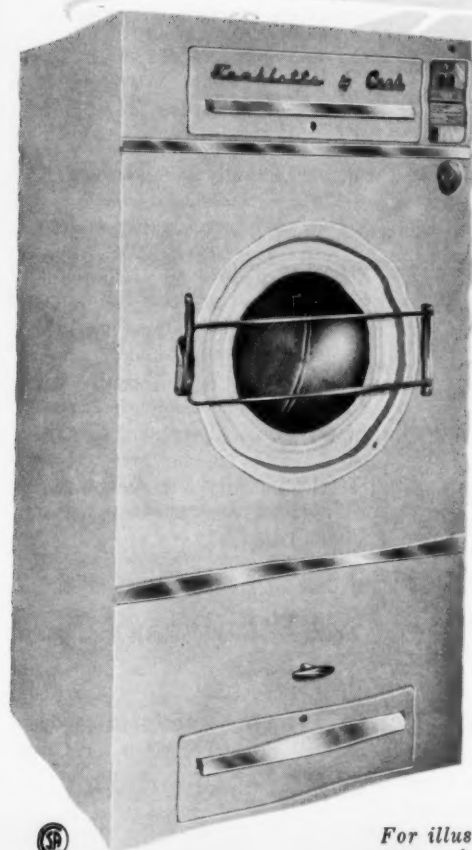
UNSURPASSED PERFORMANCE

*assures customer
satisfaction*



*Tumblette[®]
by Cook*

37 x 30 GAS HEATED DRYER



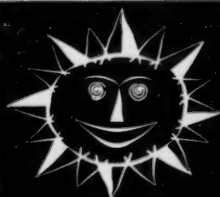
With the faithful accuracy of a compass, Tumblette by Cook points the way to increased profits. Its superb engineering and design, coupled with finest materials and workmanship, produce the world's finest, most efficient dryer.

AVAILABLE IN COIN OPERATED AND TIMER MODELS IN SATIN-FINISH STAINLESS STEEL SIDES AND FRONTS, OR HIGH GLOSS ENAMEL FINISH.



For illustrated brochure and
name of nearest distributor,
write —

6026



COOK MACHINERY CO., INC.

Manufacturers of the Only Complete line of Open-end Washers

4301 S. Fitzhugh Ave.

Dallas 26, Texas

Telephone HAMilton 1-2135

WASHERS

• EXTRACTORS

• DRYERS

association ACTIVITIES

Organization Changes at Joliet

General manager George Isaacson has announced several changes in the internal organization of the American Institute of Laundering.

The Division of Research and Education has been expanded to include the following departments: production-engineering; accounting and statistics; education and personnel; the textile and Certified Launderable Seal laboratories; advertising-sales promotion, and public relations. The division is directed by Cecil H. Lanham.

Foster L. Lee was named director—Institute promotions. He will continue to oversee the membership department and will also take over convention planning.

In addition to his duties as textile lab manager, Lee Johnston will take over management of the Certified Launderable Seal laboratory.

NID Invites Enrollment In Correspondence Courses

The National Institute of Drycleaning, Silver Spring, Md., is offering correspondence courses to NID members or employees of member plants.

Courses offered are: Fibers and Fabrics, dealing with fiber properties and identification, fabric construction and dyeing and printing of fabrics; Spotting Techniques, dealing with the latest stain removal procedures; and Drycleaning (Petroleum or Synthetic), 26 lessons covering the basic principles of charged system drycleaning and machinery plus recommended drycleaning cycles and troubleshooting tips.

QM Association Sponsors Industry Day in New England

The New England Chapter of the Quartermaster Association held an "Industry Day" at the Quartermaster Research & Engineering Command headquarters, Natick, Massachusetts, May 19.

The QM R&E Command is the scientific arm of the U. S. Army Quartermaster Corps. Its mission is to insure victory in combat through providing

our armed forces with clothing, food, and personal and organizational equipment which will enable our troops to fight at the highest peak of efficiency.

Among the numerous demonstrations and exhibits shown to visitors, three were of particular interest to laundrymen:

— Demonstration in the 40-foot rain tower of QUARPEL—the new Quartermaster-developed permanent repellent for rain-protective clothing.

— Demonstration of a field laundry unit operating with lake water.

— Display of the application of paper to Quartermaster equipment through the development of new expendable tents, clothing, bed linen, hospital supplies, etc.



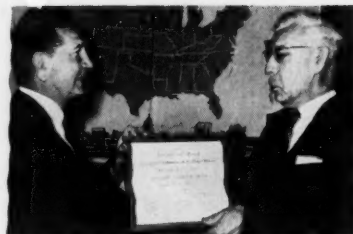
Laundry Section of Philanthropic Group Presents Award

Amalgamated Clothing Workers of America president Jacob S. Potofsky (left) is shown accepting a testimonial plaque from Murray Cohen, chairman of the board and president of Consolidated Laundries Corp. Looking on is Louis Simon, manager of the Laundry Workers Joint Board.

Mr. Cohen is general chairman of the Laundry, Dyeing and Cleaning Industries Division of the Joint Defense Appeal of the American Jewish Committee, the society which presented Mr. Potofsky with the plaque for "distinguished service in behalf of democratic rights."

LSAA Honored by U. S. Chamber

The Linen Supply Association of America has been given the Award of Merit for its public relations poster



program by the Chamber of Commerce of the United States.

Dennis Smyth (left) of Bugle Coat, Apron & Linen Service, Inc., Baltimore, a member of LSAA's advertising and public relations committee, is shown receiving the award for the association from Erwin Canham, president of the Chamber of Commerce.

Sales Efforts Rewarded

Nine laundry and drycleaning route salesmen recently were awarded "Oscars" for outstanding sales efforts.

Those who received the awards from the Long Island (N. Y.) Industry Award Committee are: George Wiltsey, Smithtown Laundry; Joseph Davies, Blue Point Laundry; Thomas McGreevey, Lincoln Laundry; Carman Spatafora, Huntington Laundry; James McAleer, Walters Southside Laundry; Ernest Flotow, Farmingdale Individual Laundry; Joseph Maschio, Islip Sanitary Laundry; Vito Amato, Amityville Laundry, and Joseph Bernagozzi, Unqua Laundry.

Diaper Association Elects Mrs. Griest

Mrs. George W. Griest, operator of Baby's Dy-Dee Service, Inc., Lancaster, Pa., has been elected president of the National Institute of Diaper Services.

Institutional Officers Chosen

The Institutional Laundry Managers Association of Connecticut and Western Massachusetts recently elected officers for the 1960-61 term.

Elected president was Arthur C. Rood, Mt. Sinai Hospital, Hartford, Conn. Vice-president is William Mc-

Continued on page 63

How to remove mildew stains ...without reducing tensile strength

No longer need you run the risk of serious tensile strength loss by using harsh bleaches to clear up mildewed or scorched articles. With Wilson's *InkGo* you can remove every last trace of mildew or scorch... *safely* and *surely*...right in the wheel.

This tested trouble-saving procedure works in either side-loading or open-end washers of monel or stainless steel. Just add 2 ounces of *InkGo* for each gallon of water...run the load a few minutes...then add a little *ColorGo* and continue your regular washing cycle.

FREE! Stain Removal "How-To" Sheet No. L-4...describes how to remove mildew and scorch stains with *InkGo* and *ColorGo*. For a copy write to...

A. L. WILSON CHEMICAL CO., Kearny, N. J.



Your jobber has



Order a bottle
from him today...

along with a jar of



are our only business

- How many one girl should produce in a standard hour?
- How many markers will be required?
- How many bundles in a lot?

When these have been determined it is easy to prepare a timetable and schedule the work in advance. Then you'll know when each lot is to be completed in the marking room. And from that point on, a workflow schedule can be prepared for the rest of the plant. If you organize the rest of the plant the same way, the number of people required for each job can be easily determined. Everybody has a job and knows exactly what the job entails.

There are time and production records which show how well each department is doing. And the job of the superintendent then is primarily one of seeing that his people are on their proper jobs, that they are producing as required, and that the work moves according to schedule.

In plant after plant, we find that such controls improve morale, reduce turnover and absenteeism, improve quality and service to customers. There is also one other definite result: Production labor costs are down. And when wage incentives are added, the capacity of the plant is automatically increased.

We could go on with such applications as planning, organizing and controlling the utilities of supplies, water and fuel. And cut the cost of these.

I had a case some months ago of a Southern plant where the laundry supply cost averaged 12½ percent of sales. They were charging all of it off as the bills were paid. I proposed some controls and met with the usual resistance. This was a large plant doing a million dollars a year in laundry. They estimated it would cost them about \$20 a

week, or \$1,000 a year, to keep the necessary records I had prescribed. Experience in other plants prompted me to estimate a potential saving of \$20,000 a year. While they were reluctant, they followed my advice and the results look about right—they'll save \$19,000 this year.

THE SALES PICTURE

I wish that time would permit me to continue into sales. We have done little in that area since our work, so far, has been to produce a more profitable and salable bundle. But we have seen some very outstanding sales work done by plants we have serviced.

The thing to remember here is that while you can't control customers, you can control sales.

The plantowner who really confounds his competition is the one who gets the highest price in town and the other plants can't get it away from him at any price. This includes motels and hotels as well as retail customers.

If you don't think you can control sales ask yourself this question: When is the last time your route salesman has asked his customers—"How long has it been since we cleaned your drapes?"

CONCLUSION

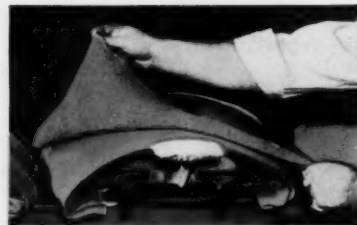
"Success or failure in business is caused more by mental attitudes than by mental capacity," says Walter Dill Scott. Did you ever stop to consider the wisdom of this statement? Well, it's true. An attitude of a customer or an employee is very often the reflection of your own attitude towards them. The airlines have learned this and even the trained smile of a stewardess tends to wilt the most obstreperous passenger. Try it in your business. □□


"Best time I ever had at a laundry—they use 24-K Press Padding

by JOMAC!"

Golden 24-K on your bucks makes a big difference in the kind of work you can turn out . . . a sure way to build repeat business. Its loop pile gives extra absorbency, "imbeddability," scorch resistance, and long life. Guaranteed to outlast double-faced flannel or your money back. Write today for the name of the 24-K distributor nearest you. Address Jomac Inc., Philadelphia 38, Pa., Dept. I.

Regular Jomac "54" and "33" also available, if preferred



"Bucks never had it so good" 

24-K PRESS PADDING

by **JOMAC**

ASSOCIATION ACTIVITIES

Continued from page 60

Coomb, Wesson Memorial Hospital, Springfield, Mass. Elected treasurer was William Campbell, Holyoke Hospital, Holyoke, Mass. The new secretary is Raymond Perry, Smith College, Northampton, Mass.

Southern Michigan's Wind-up Meeting

The Southern Michigan Association of Institutional Laundry Managers recently held its last meeting until fall in Coldwater, Mich.

Guest speaker Claude Daley of Southern Mills Inc., Atlanta, discussed the changes that are taking place in the laundry textiles used today in the industry.



New Diaper Service Committee

Shown above is the new 1960-61 Industry Committee of the Diaper Service Industry Association. Seated, left to right, are: Dan M. Edwards, Lullaby-Tidy Di-Dee Service, Atlanta, Ga.; Mrs. Ruth P. Schaumann, secretary-treasurer, National Institute of Diaper Services; Mrs. Hope F. Lewis, Dy-Dee Wash, Inc., Detroit, chairman of the new committee; Brent H. Farber, Jr., Elite Stork Dy-Dee Wash, Baltimore.

Standing: William T. Schultz, Baby Service, Inc., Newark, N. J.; John A. Shiffert, executive vice-president, DSIA, and Aaron Bonoff, General Diaper Service, New York City.

AIL Management Conference

The American Institute of Laundering will hold a five-day Management Conference at its Joliet, Ill., headquarters, beginning July 25, for laundryowners, managers and key employees.

Topics on the agenda include personnel hiring and training, diversification, advertising and public relations.

Day at the Country Club

The Laundry Board of Trade of Philadelphia is sponsoring a get-together at the Llanerch Country Club in Manoa, Pa., July 26, 1960.

The affair is described as an occasion for meeting with other laundry-owners and allied tradesmen in an atmosphere of relaxation.

Planned activities include golfing, cards, shop talk and loafing in the afternoon, and dinner in the evening.

Philadelphia Sales Training

The Laundry Board of Trade of Philadelphia has arranged a series of

sales training meetings, conducted by Victor D. Oakley, which began on June 21 for owners and top executives. The meetings will be held for supervisors on July 12, 14, 19 and 21 at the Penn Sherwood Hotel. Individual plant meetings for route salesmen will be held the weeks of September 12 and 19.

LSAA Committee Appointments

The Linen Supply Association of America has appointed a new chairman and two new members for its Research Fund Program Committee.

The new committee chairman is
Continued on page 70

Here's a grime-busting combination designed to help you make short work of tough washing jobs. The workin'est clothes can come clean . . . and bright when you:

Use Solar with a builder for a fast, strong "break." Its heavy duty detergent action floats off soil and helps prevent redeposition.

Flush, and add Flexo powder for good strong suds.

Make a date with your Swift's man—to see a grease grappling demonstration or write for washing formula for the Solar-Flexo team: Bulletin #5.

SWIFT & COMPANY, SOAP DEPARTMENT

4115 Packers Ave. — Chicago 9, Illinois

To Serve Your Industry Better

with a complete line of soaps and detergents

ASK ABOUT SOLAR HEAVY DUTY FOR SELF SERVICE

... gives cleaner loads without rewashing and eliminates the cleaning of the machine after washing heavy greasy loads.



HAVE YOU HEARD the latest...

Exports of commercial laundry and drycleaning machinery and equipment have almost doubled since 1954 and this year's sales are expected to top all others, according to the Bureau of the Census.

A spokesman for the American Hospital Association opines that hospital care may cost an average of \$50 per patient day by 1968.

The National Linen Service Corporation of Atlanta reports net income after Federal taxes of \$1,977,114 for the six-month period ending March 1, 1960. This is a 10 percent increase from \$1,793,869 earned during the same period the year before.

"The evidence favors the hospital laundry instead of having work done commercially," says hospital consul-

tant Dr. Louis Block, in a signed article appearing in *The Modern Hospital* magazine. The same article lists laundering costs at 8 Connecticut and 14 New York hospitals.

Jack Sterling, radio and TV star, announced the opening of his own coin-op laundry at Islip, New York, last month.

San Diego linen suppliers are concerned by increasing costs of operation, which have gone up 19 percent in the last four years. The heaviest increase was water costs, which have risen 200 percent.

Chief Wash of Chicago proudly displays its immaculate plant in tours held twice each day every day of the week. Sales have increased 27 percent since the red carpet program began.

Five of the better known laundries in the New York metropolitan area will soon launch a new merchandising campaign which will have their route salesmen selling cosmetics to homemakers.


John H. Monahan, retiring AIL Director District No. 1, plans to rest, travel and perhaps get into politics. But he'll still retain interest in Warren Laundry, Fort Lauderdale, Florida.

New York's B. Altman & Co. is currently promoting short-sleeved summer suits for men. The company admits it may be a bit ahead of its time.

Some new cleaners who are giving away silver dollars for every \$3 worth of business brought in risk the chance of getting stuck with a lot of cast-off clothes that nobody wants.

Dr. Dorothy Lyle, NID's fabric expert, will be featured in *What's New in Home Economics*, September issue. She assumes the presidency of the American Home Economists Association at that time.

Continued on page 66



NOW! THE KEY TO FULL PROFITS ON TODAY'S SMALL BUNDLE!

*now you can go
after the piece-price partial bundle your
customers want to send! a whole new
system of modern laundry management,
based on a new identification system...*



Now you can handle both the large family bundle and the small piece-price bundle at the same new low cost—make the same full profit on both. Easy to maintain a 2 or 3 day delivery schedule. Big new savings in all departments and services. Allows simplified billing and payroll methods. Key-Tag Lot Control combines the best of "pin and net" with selective full identification in a simple, foolproof plant-wide system. 100% mechanical check on everything—always. No human error. Cut identification help up to 40%. Use green labor. Train mark-in girls in 4 hours. Full nets—full wheel loads.

Write for the lot control story

THE KEY-TAG CHECKING SYSTEM CO.
6509 HOUGH AVENUE — CLEVELAND 3, OHIO

Specially Designed for the Expanding Coin-op Market!

new! CLESCO

the world's most modern

INCLUDING

ULTRA VIOLET-RAY LIGHT!



commercial dryer

TRIPLE SAVINGS!

Save money in cost, installation, gas consumption, maintenance and servicing. Save space with JET's streamlined dimensions, moved easily through doorways. Ten JET dryers occupy space normally required by seven ordinary dryers. Save customers by offering more dryers at same cost. JET's capacity is tailored to customers' average under-loading, eliminates waiting.

PREFERRED FEATURES!

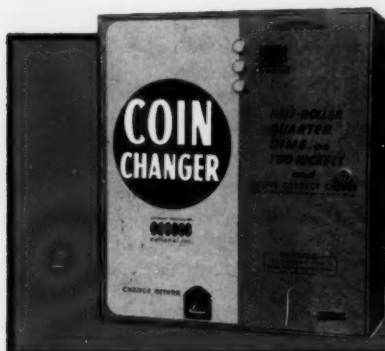
Famous ultra violet ray light is standard equipment. Front servicing, modern exterior. Rigid panels, safety door and tamperproof assembly mean years of quality performance.

QUALITY DESIGN!

Fully enclosed cabinet, convenient flat door and double capacity can vault give quality construction, safety and economy. Completely insulated arc-weld construction and self-contained drive unit. Truly a commercial product!



SAVE OVER
50 %
IN GAS CONSUMPTION!



CLESCO JET COIN CHANGER
the world's most completely burglarproof changer

Now... choose the single changer that offers more versatility and protective features. Guaranteed burglarproof! COIN CHANGER serves all markets, with one model, through one slot... electronically! Insurance coverage up to \$200,000 against theft or burglary!

**GUARANTEED BURGLARPROOF!
GUARANTEED REPLACEMENT!**



C L E S C O

national, inc.

also...ask about our
• COIN-OP "BUCKET" SEATS
• "LINT-EZE" TRAP
• REMOTE CONTROLS

1844 WEST FLAGLER STREET • MIAMI 35, FLORIDA

**EVERYONE
HAS
TO
SEE
FOR
HIMSELF...**

HOW **phosrite**

GIVES BETTER WASHES EVERY TIME

Load after load of cleaner washes... and in less time too! PHOSRITE with E.D.T.A.* works miracles inside a washwheel. It softens water, regenerates lime soap — removes deeply imbedded soil and improves bleaching action.

PHOSRITE makes all soaps useful and active... helps on those really tough jobs. PHOSRITE removes lime deposits that often cover dirt and stains... lets the soap get in and do the job.

With PHOSRITE, less bleach is needed to remove stains. When PHOSRITE is used as a soapstripper, it cuts washing time by eliminating at least one rinse.

*E.D.T.A. — The most effective lime soap solubilizer known is contained in PHOSRITE

phosrite
WASH ACCELERATOR
EMULSION STABILIZER
SOAP REGENERATOR

Learn how you can save at least \$2.26 per day on each washwheel. Write for this free illustrated booklet, "A NEW WAY TO WASH".

PHOSRITE is now available in money saving 100 lb. bags as well as drums of 125 lbs. and 300 lbs. net.

KEEVER BEACH
DIVISION

THE KEEVER STARCH CO. COLUMBUS 15, OHIO

HAVE YOU HEARD THE LATEST—Continued from page 64

The Bureau of Labor Statistics reports 27 percent of employees in manufacturing work under some form of incentive plan. Generally speaking, the industries in which a relatively high proportion of time is spent handling materials are the most likely to use incentives.

Don't quote us, but we heard somewhere recently that laboratory men are supposed to be at work on a project to develop "dry" water (?). Also on the drawing board: a soap or detergent which will clean, brighten and starch in one operation.

Some of our arty friends in search of a new sideline might be interested to know the New York Metropolitan Museum of Art cleans its antique upholstery tapestries with plain soap and water.

The Utilities Commission of North Carolina has ordered Piedmont Natural Gas Company to reschedule its rates for launderers and cleaners making them the same as the lower residential rates. Last year some coin-op launderers found that their "commercial" gas rates were higher than "residential" rates.

Down in Columbia, South Carolina, six laundry and drycleaning plants have been cooperating in a joint TV and newspaper advertising campaign for the past six months.

Now it's coin-ops in the sky. There's a distributor in San Francisco promoting the idea of building cantilever coin-ops on parking lots, supermarket lots and other crowded ground areas.

Disposable protective garments of nonwoven cotton to serve as lab or shop coats are now available at 20 cents each. It's made like a poncho to slip over the shoulders and leave arms free.

Consolidated Laundries has the Freedomland account. The six major restaurants at the world's largest permanent entertainment center in the East Bronx, New York, will have linen napkins and tablecloths from Consolidated's linen division. And ticket collectors, maintenance personnel, waiters and waitresses will be outfitted in the company's rented uniforms. Furthermore, the Drycleaning Division will have the job of cleaning more than 2,000 period costumes worn by Freedomland personnel.

Shirt manufacturers, disturbed by the mounting influx of textile imports from low-wage countries, will try to arouse the American public to the dangers facing not only the textile economy but the international trade problem of the entire country.

Some 56 cities now have some type of Fabric Arbitration Committee to settle disputes between laundries and customers.

The Atlas Powder Company has redesigned its stock certificate with a more suitable representation of Atlas. The new figure is borrowed from the "Tableaux de Temple des Muses," by Michel de Marolles. The New York Times notes only minor change from the original etching: A fig leaf has been added.

only *National* gives you all **4**

1. precision marking machine

The MARKMASTER clearly and legibly imprints "Stay-on" tape labels with your code mark (labels replaceable for re-issue). Only MARKMASTER offers selective typewheels, plus the exclusive National property marking attachment for simultaneous imprinting of both code and property mark in one simple operation.

2. superior heat setting machines

The RESISTAG is designed specifically to heat set RESISTO INK while attaching "Stay-on" tape labels to garments. The manually operated RESISTAG releases automatically after short 10-second dwell time. For the fast, efficient removal of name emblems sewn with nylon thread, National also offers their famous THERMO-SET. THERMO-SET is a multi-purpose, air driven machine that can also simultaneously heat set RESISTO ink and attach "Stay-on" tape.

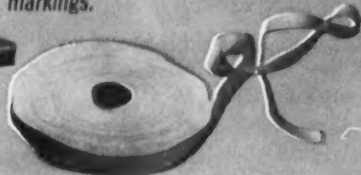
3. a brilliant, permanent ink



National's RESISTO ink is green when applied by MARKMASTER; turns red when heat set with RESISTAG or THERMO-SET, giving a brilliant legible mark for the life of the garment.

4. a 10-second marking tape

National's "Stay-on" marking tape can be applied in only 10-seconds on RESISTAG or THERMO-SET machines. Made of tough durable herringbone weave for superior holding qualities and longer life. Comes in white and colors, and widths for 1, 2, or 3 line markings.



MECHANICS OVERALL 24M-36R-32

Tape with Property and Code Mark

For full information on the complete National "STAY-ON" Identification system, contact your nearest National representative, or write for free illustrated brochure, today.



THE *National*

MARKING MACHINE CO.
4026 CHERRY STREET • CINCINNATI 23, O.

National Marking Machines and Conveyors

are preferred by better plants the world over.



Bishop *Leak-Proof*
FLEXIBLE HOSE

**NO PACKING...
 NO LEAKY JOINTS
 Bronze...
 Trouble-Free**

**Your best assurance of
 continuous operation
 of every press**

**AVAILABLE IN SIZES TO FIT
 ALL MAKES & MODELS OF DRY-
 CLEANING & LAUNDRY PRESSES**

Keep extra sets of hose on hand for every press
**YOU WOULDN'T DRIVE
 WITHOUT A SPARE TIRE**



BISHOP
 FREEMAN CO.
 EVANSTON, ILLINOIS

PSYCHOLOGY OF TESTING

Continued from page 37

sexual attraction, is also closely connected with one's own self-esteem, with one's status-consciousness, and with the taste and esthetic level of the textile purchaser.

Against this background of the basic psychological functions of all textiles, there are specific appeals which various types of textiles offer—cotton is pure, soft, friendly; silk is feminine, luxurious, intimate; wool is rough, strong, masculine, and the synthetics are miraculous and care-free. Each fabric has its own appeals.

But despite these inherent attractions, the centuries-old romance between man and textiles has lost much of its ardor in today's world. In order to restore the intimacy and understanding that once existed, however, we must first examine the appeals that we have found to be unique for particular textiles and describe their impact, intensity—their psychological meaning for today's consumer. □□

NEXT MONTH:

"The Appeals of Textiles"

Profile of our institutional laundry readers

How many employees do they have?

How much soap do they use a month?

How association-minded are they?

OUR CONTINUING SURVEY of subscribers to this publication puts the spotlight this month on THE LAUNDRY JOURNAL's institutional laundry readers. An excellent response of 40.62 percent to the survey questionnaire enables us to form a good picture of this important segment of the industry.

However, because the bulk of the institutional laundries do not operate for profit—except hotel laundries—we are obviously unable to provide dollar volume figures such as we did with linen suppliers, industrial launderers and diaper service operators.

Although the average institutional laundry employs 36 people, according to the survey analysis, the range of personnel varies from as few as 5 to as many as over 100. Following is a more detailed breakdown on the number of employees, based on those institutional laundry managers who responded to this question:

<u>Employees</u>	<u>Respondents</u>
1 — 9	13%
10 — 19	27%
20 — 49	40%
50 — 99	12%
100 or more	8%

Figures on soap consumption showed a substantial use of this important supply item. Of the readers we queried, 41 percent use less than 1,000 pounds per month. A like number, representing an additional 41 percent, consume between 1,000 and 3,000 pounds of soap monthly. The remaining 18 percent use more than 3,000 pounds of soap every month.

Although very few of the institutional laundries offer sideline services, and understandably so, several—in the hotel category—have dry-cleaning, fur cleaning and storage facilities.

Although it isn't ordinarily supposed that institutional laundries have any need for trucks, some 20 percent of those respondents answering the survey have indicated ownership of trucks. Most are in the one-to-two-truck category and these vehicles are used, presumably, by central installations that service several institutions.

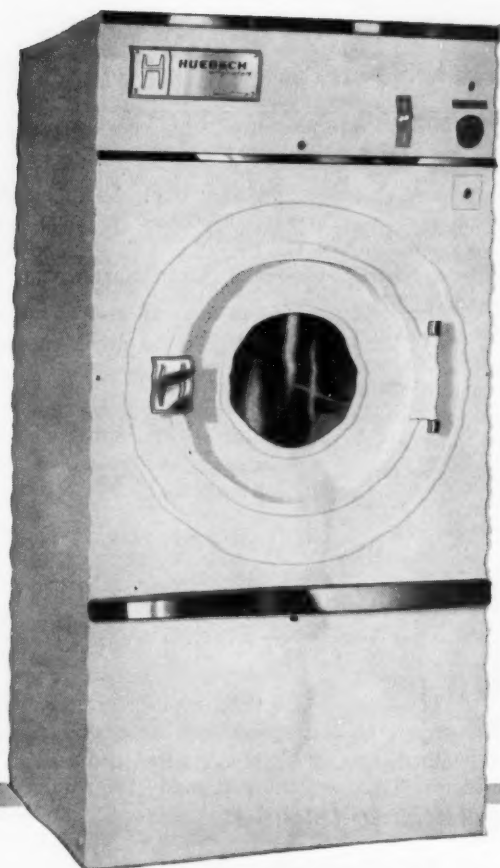
Association membership of the institutional laundry managers questioned is varied. Exactly 90 percent of the respondents to the question on trade association affiliation belong to the American Institute of Laundering, while 62 percent are also members of the National Association of Institutional Laundry Managers. Approximately 43 percent hold memberships in local associations, while a smattering are National Institute of Drycleaning members. □□

**BEFORE YOU
BUY
any tumbler...**



R E M E M B E R

HUEBSCH



first
in TUMBLERS

first
in FEATURES

● Huebsch Originators have originated more time-saving, money-saving and safety features than you will find on any other tumbler on the market. Some of these features have been copied by competition; most are still exclusive with Huebsch. To be sure of getting the most value for your tumbler dollar, it will pay you to look first to HUEBSCH!

Magnetic Door Latch • Variable Temperature Selector
Self-Cleaning Lint Screen • Back-Draft Damper • Adjustable Feet • Temperature Limit Control • Air Flow Switch

HUEBSCH ORIGINATORS

MILWAUKEE 1, WISCONSIN

World's largest manufacturers of commercial tumblers

ASSOCIATION ACTIVITIES

Continued from page 63

Lawrence C. Kline of Kline's Coat, Apron & Towel Service, Philadelphia. The two new members are Robert Maslow of Standard Coat, Apron & Linen Service, Inc., New York City, and Howard Kahn of Northwest Linen Co., Minneapolis.

Southern Distributors' Clinic

The Southern Distributors Council of Carolinas will hold an Educational Clinic in Charlotte, N. C., August 5-7. This is the first of the SDC Educational Clinics to be held in this area. Exhibits of modern equipment and supplies will be shown in 100 booths with experts on hand to demonstrate the products and supply information.

Hosting the clinic are: Central Supply Company of Columbia, S. C., Boggs & Company, Inc., F. H. Ross & Company, S. H. Duncan & Company of Charlotte, N. C., Fuller Supply Company of Concord, N. C., and Virginia-Carolina Supply Company of Richmond, Va.



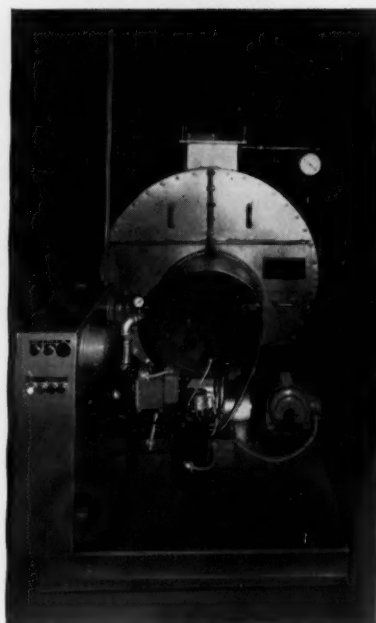
Empire Staters Meet

The Spring Conference of the New York State Launderers and Cleaners Association was recently held in Rochester, N. Y. Leo Ahern, Prine Cleaners, Ilion, N. Y., a director of the NID, gave the members a report on coin-op drycleaning which he witnessed in St. Joseph, Mich. A demonstration of coin-op drycleaning is expected to be given at the annual state convention which will be held September 15-18, 1960, at Scaroon Manor, Schroon Lake, N. Y.

Officers attending the meeting, pictured above, are, left to right: G. Rolfe Scofield, Jr., Crescent-Puritan Laundry, Rochester, chairman of the conference; William C. Eisenhardt, Octagon Laundry, Ridgewood, N. Y., president of the association; Paul Ricketts, Sr., Ricketts, Inc., Ballston Spa, director of AIL; Leo Ahern; and John Leahy, Albany, N. Y., executive secretary of the association.

ZINK *famous for quality since 1904*

DRY CLEANERS



Ben Koffman, President of Zink Cleaners Erie, Pa. serves a customer

Here's MR. KOFFMAN'S STORY

dated Jan. 25th 1960----

"26 months ago I bought an Erie City 50 hp "FT" Package Boiler. And now I would like to pass along my experience with this boiler to others. Our Dry Cleaning and Shirt Laundry has been done at another location and the pressing done here. To meet 1-Hour competition we had to install a Synthetic Dry Cleaning Plant here at our store-plant. We had to make room for it in a 51 x 42 ft. building. However, in one stroke we solved the problem—out went the old 35 hp stoker fired boiler and coal pile

and in went our modern cleaning system, all because we could fit the 50 hp Erie City "FT" gas fired package boiler in a basement room.

And in these 26 months not one hour has been lost due to mechanical failure of any kind.

Obviously I am completely satisfied with my Erie City "FT" and will be happy to recommend it to anybody interested."

BEN KOFFMAN, *President*
Zink Dry Cleaners, Erie, Pa.

It pays in many ways to buy the top quality package boiler—Erie City "FT"

Before you buy a package fire tube boiler take a good look at the Erie City "FT". They are built by the same craftsmen who build high pressure Erie City steam generators. Every "FT" is completely manufactured, assembled, piped, wired and tested in our modern shops. They are shipped ready for service connections. Ask for Catalog SB560-TG.

You can depend on **ERIE CITY** *for sound engineering*
Since 1840

ERIE CITY IRON WORKS • Erie, Pa.

STEAM GENERATORS • SUPERHEATERS • ECONOMIZERS • AIR PREHEATERS • WASTE HEAT BOILERS
FIRE and WATER TUBE PACKAGE BOILERS • OIL and GAS BURNERS • STOKERS • PULVERIZERS

ALLIED **trade** NEWS



R. C. RAU



RUSSELL L. KAIR



C. F. CLINE, JR.



BOYCE L. ESTES

Clinton Corn Processing Company, Clinton, Iowa, has appointed R. C. Rau sales manager, Primary Products. He was formerly Southern Division general sales manager.

Russell L. Kair has been appointed district manager of the Atlanta district. His territory covers Georgia, Florida, Mississippi, Alabama, Louisiana, Texas and Tennessee.

C. F. Cline, Jr., has been named to succeed Mr. Rau as Southern Division general sales manager. Southern Division headquarters has been transferred to Greenville, S. C.

Boyce L. Estes has been appointed district manager, textile sales, covering the states of Georgia, Alabama, Mississippi and Tennessee.

Fluff 'n Puff Pillow Service of America, Minneapolis, Minn., has established a lease program for its new mobile pillow cleaning units. The firm conducts both nationwide and local advertising programs.



EDWARD J. LYNCH



GAIL A. SMITH

Wyandotte Chemicals, J. B. Ford Division, has appointed Edward J. Lynch sales manager of its Minneapolis district, and Gail A. Smith manager Food Industries Technical Service.

Mr. Lynch joined Wyandotte in 1948 and was field sales manager of the Division's Cincinnati district before his present appointment. Mr. Smith, former Minneapolis manager, will transfer to company headquarters at Wyandotte, Mich.

The Unipress Company has been invited by the United States Department of Commerce to represent the laundry equipment industry with its Glide-O-Matic shirt finishing unit at the International Trade Fair in Thessaloniki, Greece, September 4-25, 1960.

Supporting equipment to be shown in connection with the Unipress unit will be P. M. Lattner boiler and Ingersoll-Rand compressor.



Forzeo Manufacturing Corporation is the name of a new firm, a combined venture of Forze Corporation and Zeolux Corporation.

Heading the new company is Don Forze, president of Forze Corporation. Vice-president is Sam Zeoli, president of Zeolux Corporation. Forzeo, which has taken over one of the two Forze factories in Anderson, Ind., will manufacture a double-load washer for use in coin-op laundry stores.

Shown signing the papers finalizing the formation of the infant company are (left to right): Mrs. Dorothy Barrow, secretary of the corporation, Mr. Forze, Mr. Zeoli and James Mattise, vice-president.

Diamond Alkali Company, Cleveland, has appointed Kenneth L. Lyttle its advertising manager. In his new position, Mr. Lyttle will assist the company's seven divisions in formulating their advertising and promotional activities.

Robert G. Dow has been named field salesman for the Chicago branch sales office of Diamond Alkali. He succeeds H. T. Wollascott who died recently after 40 years of service with Diamond.

Continued on page 72

Continued from page 71



HAROLD STROOM



FRED MCKAIG

Divco-Wayne Corporation has appointed Harold Stroom financial vice-president and treasurer. He will also retain his present position of vice-president and general manager of the Divco-Wayne Sales Financial Corporation, an unconsolidated subsidiary.

Fred McKaig has been appointed to the newly created post of applications engineer. He has been assigned to develop a customer consultation service to custom-design delivery trucks for specific users' needs.

Ed Rice has been appointed fleet sales manager for the company's Divco truck division.

Sterling Precision Corporation has announced three promotions at two of its subsidiaries. J. C. Esher has been appointed executive vice-president of the American LaFrance Division, Elmira, N. Y.

William C. Irish, former general sales manager of the ALF-Herman Corporation, St. Louis, has been promoted to the new post of manager of operations. He is succeeded by his former assistant, I. W. Busse.

Loren Skaats has been promoted from sales manager to vice-president and sales manager of Fluff 'N Puff Pillow Service of America. William Bennett, former district sales manager for seven Midwestern states, has been promoted to Canadian sales manager.

New additions to the company are: George Keyser, Eastern sales manager, and W. O. Van Doren, Western and Southern sales manager.



LOREN SKAATS



WILLIAM BENNETT

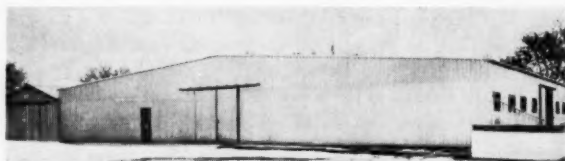
Adell Chemical Co., Inc., Holyoke, Mass., has been purchased by Standard International Corp. of Andover, Mass. Included in the agreement are Adell Chemical Co., Inc., the parent company; Lestoil, Inc.; Lestoil Ltd. of Canada; Jackson Associates, the company's advertising agency, and the JLB Realty Trust.

L. Behrstock Co., Chicago, has appointed Barney R. and Joel D. Sussman sales representatives for the company's Gross Star line as well as for other Behrstock products in California, Arizona, Washington and Oregon.

The Sussmans are located at 10703 Magnolia Blvd., North Hollywood, Calif.

A. E. Staley Manufacturing Co., Decatur, Ill., has appointed Dr. William P. Hagenbach director of engineering research. Dr. Hagenbach succeeds Dr. Ralph E. Frederickson, who resigned after 18 years with Staley development engineering, heading this activity since 1955.

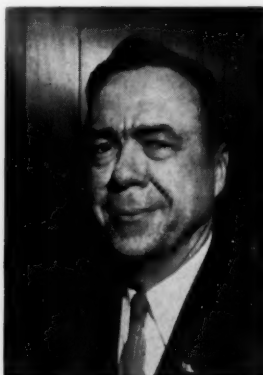
Ellsworth E. Kimmel has been named director of the industrial market development program. Constantine J. Ballos has been picked to head the paper industry section of the industrial market development department.



Pellerin Milnor Corporation, New Orleans, has expanded its facilities with the construction of this building to house raw materials. The expansion was necessitated by the addition of washer-extractors to the company's line of laundry equipment.

White Truck Division, The White Motor Company, recently opened its new Cincinnati branch headquarters at Spring Grove and Station Aves. The new branch boasts an extensive parts stocks for all makes of trucks, a drive-through service area and a fully equipped machine shop with dynamometer.

Continued on page 74



GEORGE KEYSER



W. O. VAN DOREN

WHAT HAPPENS WHEN A NATION SPENDS MORE ON GAMBLING THAN IT SPENDS FOR HIGHER EDUCATION?

If you can find any Romans around, ask them. They lived pretty high on the hog in their day. That is, until some serious-minded neighbors from up North moved in. The rest is ancient history.

You'd think their fate would have taught us a lesson.

Yet today we Americans spend twenty billion dollars a year for legalized gambling, while we spend a niggardly four-and-a-half billion for higher education. Think of it! Over four times as much! We also spend six-and-a-half billion dollars a year for tobacco, nine billion dollars for alcoholic beverages, and billions more on other non-essentials.

Can't we read the handwriting on the wall?

Our very survival depends on the ability of our colleges and universities to continue to turn out thinking men and women. Yet today many of these fine institutions are hard put to make ends meet. Faculty salaries, generally, are so low that qualified teachers are leaving the campus in alarming numbers for better-paying jobs elsewhere.

In the face of this frightening trend, experts estimate that by 1970 college applications will have doubled.

If we are to keep our place among the leading nations of the world, we must do something about this grim situation before it is too late. The tuition usually paid by a college student covers less than half the actual cost of his education. The balance must somehow be made up by the institution. To meet this deficit even the most heavily endowed colleges and universities have to depend upon the generosity of alumni and public spirited citizens. In other words, they depend upon *you*.

For the sake of our country and our children, won't you do your part? Support the college of your choice *today*. Help it to prepare to meet the challenge of tomorrow. The rewards will be greater than you think.

It's important for you to know what the impending college crisis means to you. Write for a free booklet to HIGHER EDUCATION, Box 36, Times Square Station, New York 36, New York.



*Sponsored as a public service
in co-operation with The Council for Financial Aid to Education*



Bulldog KOMBI® ALL-IN-ONE PRESSING UNIT

You get the finest of heat cured foam rubber, Virgin fiberglass insulation and a tough, durable, long lasting U. S. Royal Asbestall cover COMBINED in this newest Bulldog pressing unit . . . for less than the cost of ordinary cotton pads and cover. No lumps, no bumps, no hard spots, Bulldog KOMBI is

*On in Minutes—
It Lasts for Months!*

*Ringed With Steel for
Attaching Springs*

HEAVY NYLON DRAW STRING

We've drawn upon our years of experience manufacturing top quality pressing pads to develop this new KOMBI unit. Intensive research and months of practical use prove it to be all that could be asked for ideal pressing conditions and quality production. Ask your jobber or write us for further information on this fully guaranteed unit.



X. S. SMITH, INC.

RED BANK • NEW JERSEY

Continued from page 72

Whirlpool Corporation staff changes include promotion of Harper R. Dowell, former distribution manager, to general manager of distribution and sales. The new general sales manager is Thomas F. Bartley, former field sales manager.

C. R. Armstrong, former general manager of the Detroit sales office, has been named general manager of branches. C. Edward Reiner succeeds him in the Detroit post.

Raymond A. Muldoon replaces Mr. Reiner as sales manager of automatic washers, Quentin B. Garman has been named national advertising manager, and Ronald I. Gow is the new assistant national advertising manager.

Sol Goldin, manager of retail marketing, adds liaison work with industrial groups to his duties, while James D. Walker

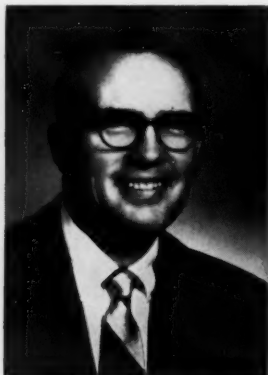
replaces Peter N. Prussing as West Coast regional manager. Mr. Prussing is the new general manager of freezer sales. Sterling L. Beck, Jr., fills Mr. Walker's job as district manager in the Southeast.

Ira C. Maxwell, former president of a large laundry and drycleaning equipment manufacturing corporation, has purchased the Columbia Laundry Machinery Company of Kansas City, Mo.

Mr. Maxwell stated that all present sales and service personnel are being retained and that plans are under way to increase the sales force and expand the service department to 24-hour operation.



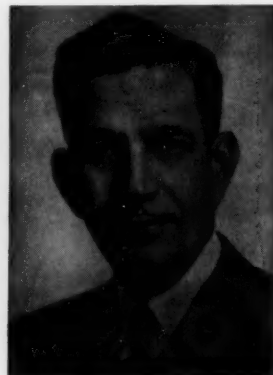
C. R. ARMSTRONG



THOMAS F. BARTLEY



HARPER R. DOWELL



IRA C. MAXWELL



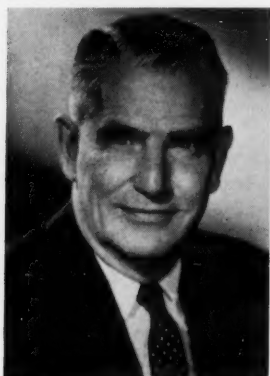
LEO A. McCABE



ED MOORE

Visking Company, Division of Union Carbide Company, Chicago, manufacturer of polyethylene film, has appointed Leo A. McCabe sales specialist to the laundry and drycleaning industries.

Ed Moore has been named publicity director of Vapor Heating Corporation, New York. He joined the corporation in 1949 as director of research and has since held several engineering posts.



EDWARD P. FIELD, JR.



LESTER C. BRANDT

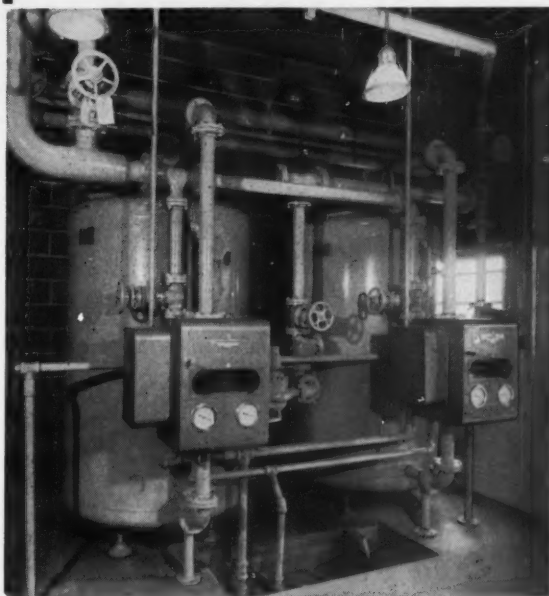
Edward P. Field, Jr., has been elected a vice-president of the Colgate-Palmolive Company. Mr. Field joined the organization in 1952 as assistant export manager. Before his election, he was general manager of the Associated Products Division, which handles the sale of bulk soaps and detergents.

Lester C. Brandt has been named sales manager for Commercial Water Heater Company, Western sales office of Commercial Heater Company, Fort Worth, Tex. He will travel in the Pacific and Mountain States.

The Hartford Company, because of expansion in its laundry bags and net line, has moved to larger quarters at 1407 Park St., Hartford, Conn.

Revolite Division, Raybestos-Manhattan, Inc., has appointed C. William Whitt its sales-service representative for the Ohio-western West Virginia areas.

MORE THAN 4,000 LAUNDRIES* USE INVERSAND ZEOLITE WATER SOFTENERS!



Here's Why . . .

- Over 200 sizes—one for every flow and capacity
- Manual or automatic operation
- Single or multiple units
- Your selection of six different zeolites
- Unequalled field service
- Prices and terms to suit most budgets

* *Suitable for both commercial and institutional laundries. Send for Bulletins giving full details—or ask to have Representative call without obligation. Specialists for 50 years in the economical over-hauling, rebuilding, and modernizing of all makes of water softeners.*



HUNGERFORD & TERRY, INC.

CLAYTON S. N. J.

FREE! FREE!

SEND FOR YOUR FREE SAMPLE OF

Enduro

SPECIAL RICE STARCH

• SATISFY CRITICAL CUSTOMERS

Quality starching is the recognized advantage of rice starch. End complaints regarding cracking, blistering, razor edges. Achieve an unsurpassed white, soft-lustre finish.

• CUT OVERALL COSTS

No Starch Build Up! Less time spent cleaning press heads, sleeveers, ironer chests. Reduce ironing and pressing man hours 10 to 15%.

SAVE UP TO 50%
ON STARCHING OPERATIONS

Prove It Without Cost!

SEND FOR A WORKING SAMPLE TODAY

AURORA MANUFACTURING CORP.
74-76 WYTHE AVE. BROOKLYN 11, N. Y.

5

EXCLUSIVE ON C/L WASHERS

YEAR

GUARANTEE

on the amazing, LEAK-PROOF

C/L Sealomatic Trunnion Seal

* One of 6 exclusive C/L features, each patented or patent pending, and each guaranteed for 5 years! At the critical spots where ordinary washers customarily break down, C/L guarantees 5 trouble-free years!

WRITE, WIRE OR PHONE FOR FULL C/L STORY

CUMMINGS - LANDAU

Laundry Machinery Co., Inc.

305-317 Ten Eyck St. Brooklyn 6, N. Y.

HYacinth 7-1616



NEWS ABOUT people

NORTH CENTRAL

Royal Laundry plans to move into the Laura Freeland building, 319 E. Huron St., Gaylord, Mich. The laundry is owned by Floyd Brown.

Dutch Maid Laundry has leased a unit in a building now under construction at the Thomas Market Shopping Center, 500 block, S. National, Springfield, Mo.

Bridgman (Mich.) Laundry, owned by Mr. and Mrs. John D. Huron, has installed larger equipment to meet increased requirements.

Joseph P. Sohn, president of Sohn Linen Service, Lansing, Mich., has announced plans for construction of a new building at 2900 E. Grand River Ave. The firm is currently located at 1209 N. Larch St.

Soft Water Laundry, 407 S. Madison St., Bloomington, Ill., was damaged by fire recently, when a waste can blazed up from a discarded cigarette.

SOUTH

B. and B. Laundry, Lexington, N. C., which was completely destroyed by fire recently, is being rebuilt.

Best Laundry, 401 E. Bay St., Savannah, Ga., has been leased by R. E. McKim, a former employee, from owners Mr. and Mrs. C. A. Lebey. Mr. McKim, who also owns Crystal Laundry, plans complete modernization.

Williams Cleaners and Dryers, Inc., has been renamed Sunshine Laundry and Cleaners. The Lumberton, N. C.,

plant has been operated by Sunshine of Wilmington for several months under the management of H. Chester Moore.

Thomas Holder, owner of Five Points Launder Shop in Huntsville, Ala., will establish a laundry and drycleaning plant in the soon-to-be-constructed Memorial Parkway Shopping Center.

Montevue Home in Frederick, Md., has a newly remodeled and enlarged county laundry.

Robert Kays, owner of Kays Laundry and Cleaning, Covington, Ky., has been elected chairman of the Contact Club of the Covington - Kenton - Boone Chamber of Commerce.

NORTHWEST

Fergus Briggs, Jr., plant manager for National Laundry and Cleaners, Pocatello, Idaho, was appointed chairman of the Industrial Division of United Campaigns.

Robert Coste, operator of Service Laundry, 114 Fifth St. S., Moorhead, N. D., has sold the plant to Harold Meyer, owner of Model Laundry and Cleaners, Fargo.

Dutch Maid Laundry, Portland, Ore., has opened a self-service laundry at S. E. 21st and Powell.

Wally Jones celebrated the fiftieth anniversary of his Ontario (Ore.) Laundry by building a plant addition and adding new automatic equipment. The firm was founded by his father, R. W. Jones.

Virgil J. Ellis has been issued a business license for the operation of a laundry at 8005 N. Lombard St., Portland, Ore.

Northwest Industrial Laundry Co. has purchased Clark's Laundry, La Grande, Ore., from Mr. and Mrs. Clark Keefer.

American Linen Supply Co., 327 W. Bridge, Black-

foot, Idaho, has begun construction of a new plant at S. Fisher and Dewey. The establishment is one of the company's 19 branches located throughout the western United States, with headquarters in Salt Lake City.

James Huff held a grand opening recently at Huff Laundry, Prineville, Ore.

Mr. and Mrs. Oliver Kirk are the proprietors of the Oke Laundry, opened recently in Drayton, N. D.

WEST

Mr. and Mrs. Tony McGoffin have established a laundry at 622 W. Watts, El Reno, Okla.

Home Laundry, 308 E. Iowa, Sayre, Okla., has been established by Mrs. Beulah Thomas. She will be assisted by her son and daughter-in-law, Leon and Helen Davis.

Andy Nielsen has announced plans to construct an addition at Modern Laundry, Laverne, Okla. Many new pieces of equipment are to be added.

Mr. and Mrs. S. O. Barnes have purchased New Way Laundry, Sentinel, Okla., from Berlin Barnes, their nephew.

John Ray has announced plans to open a laundry in the newly remodeled Rogers Building, Fletcher, Okla.

Blake's Laundry, 215 S. Central, Isabel, Okla., has added new laundry and carpet cleaning equipment.

Pride Laundry and Dry Cleaners, Indian School and 32nd St., Phoenix, Ariz., has completed construction of a new building.

Edwin D. Wescott and Lucile Theuret, route salesmen for Sanitary Laundry and Dry Cleaning, Santa Ana, Calif., were recently awarded safe-driving citations for a combined total of 38 accident-free years.

American Linen Supply, a division of American Cleaners and Laundry, 410 Whitney Alley, Bishop, Calif., has purchased the local route of Mission Linen Supply.

Mr. and Mrs. J. R. Stansell have purchased the Speed Queen Laundry and have moved the equipment to the former Thornton Laundry on Highway 66, Erick, Okla.

Mr. and Mrs. Ollie Frick have sold Sterling Laundry and Cleaners, Lyons, Kans., to Louis Bushnell, Jr.

Home Laundry, operated by Mr. and Mrs. C. B. Wise, Fairfax, Okla., has added new equipment.

Victor W. Johnson has been named head of all industrial garment and linen rental supply operations for Sanitary Laundry and Dry Cleaning Co., Inc., Santa Ana, Calif.

EAST

Julia Z. and Herman Grant, owners of Judy's Coin-Operated laundry and drycleaner in Bristol, Conn., have sold the establishment to Michael W. Bannan and Ernest E. Hart.

White Cloud Laundry, 20-26 Bridge St., Augusta, Me., recently held an open house to introduce its new finishing equipment.

Oxford Laundry recently opened its doors in St. George's, Bermuda, with the mayor in attendance. The laundry, which will serve both hotels and private customers, is owned by Bermuda Properties Ltd., and managed by H. Glendenning, an American.

Elite Laundry of Jaffrey has purchased Jack's Shoe Repair, School St., Peterborough, N. H. The laundry will carry on the shoe repair business as well as using the store as a call office for laundry and drycleaning.

Edmund Supanic, route salesman for Hamilton Lau-

AWAY GOES YOUR APRON PROBLEM!

- No more wrinkling
- No more slippage
- No continual tightening

with THE

ZEIDLER APRON "SUR-DRIVE" for Flatwork Ironers

No matter how many "miles" of flatwork, your Zeidler "Sur-Drive" will avoid wrinkling and slipping . . . will eliminate the re-tightening that shortens apron life!

The "Sur-Drive" is a spiral wound material having a special "pebble finish." It is easily installed by your own engineer on both upper and lower drive rolls. The pebble finish assures true-tracking of both aprons—in fact, we guarantee both aprons will track together!

"Sur-Drive" is supplied in lengths to fit all standard apron drive rolls. Order enough for all your ironers now!

FEED RIBBON "SUR-DRIVE" FOR LONGER RIBBON LIFE AT LOWER COST

A special rubber material which is cemented to ribbon drive roll and prevents slippage of Feed Ribbons, thereby eliminating wrinkles that slipping ribbons cause. Used and endorsed by scores of leading laundries. Furnished in complete kit, ready for easy installation by your engineers. Write for price.

GET FULL DETAILS ON THE "ZEIDLER" LINE

- "Duro" Spring Pads for Laundry Presses (including Cabinet Types)
- Stripping and Guide Device for Ironers
- Steel Spring Cushions for Chest-Type Ironer Rolls
- Doffer Rolls
- "Perma" Spring Pads for Dry-cleaning Presses

ZEIDLER MANUFACTURING COMPANY

633 CONCORD AVENUE
MAMARONECK, N. Y.

Institutional Laundry Leadership is centered in

NAILM

Find out how NATIONAL ASSOCIATION OF INSTITUTIONAL LAUNDRY MANAGERS membership can work for you. Clip and mail the coupon below.

Mr. Duane E. Young
NAILM Membership Chairman
St. Mary's Hospital
2414 Seventh Street South
Minneapolis 6, Minnesota

Please send me further information regarding membership in the National Association of Institutional Laundry Managers.

Name _____

Institution _____

Address _____

City _____

Zone _____ State _____

dry Service Co., Rahway, N. J., has been given a safe-driving award by the City of Rahway.

Arrow Laundry and Dry Cleaners, Southampton, N. Y., recently celebrated its twenty-fifth anniversary. The plant is run by the Vahradian family, which founded the company.

Carl H. Kruschwitz has purchased the 50-year-old Wolfboro (N. H.) Laundry from Richard Libby and Mrs. Hazel Lyman.

Old Dominion Uniform Service has selected Norfolk, Va., as the site for its new \$250,000 industrial uniform laundry plant.

Richard H. Williams, Dy-Dee Service, Inc., Philadelphia, Pa., received a citation upon his retirement from the Industry Committee of the Diaper Service Industry Association after four years of service. William T. Schultz, Baby Service, Inc., Newark, N. J., 1950-1960 committee chairman, made the presentation.

OBITUARIES

ALLAN MILTON DOYLE, 61, president of Cousins Limited, Halifax, Nova Scotia, died recently. Mr. Doyle was a past president of the Canadian Research Institute of Launderers and Dry Cleaners and a past master in the Royal Standard Lodge AF and AM 398. He is survived by his mother, his wife, three sons, three sisters and three brothers.

WILLIAM K. GALLAGHER, 67, founder and president of Gallagher's Laundry & Dry Cleaning, Inc., Washington, D. C., died recently. He was a mem-

ber of the Laundry Owners' Association of the District, Southeast Businessmen's Association. Surviving are his wife, two sons and a daughter.

WILLIAM BROWER HADLEY, 59, of Mount Airy, North Carolina, died recently after a brief illness. Mr. Hadley was co-partner in the Belton and Modern Laundries of Mount Airy and the Forrestdale and Spindale Laundries of Forest City. He was a member of Granite Masonic Lodge 322. Surviving are his wife, a son, his mother and three sisters.

convention CALENDAR

Georgia Laundry & Cleaners Association
Atlanta Biltmore Hotel, Atlanta, Georgia, August 12-13

Virginia Association of Launderers and Cleaners, Inc.
Hotel Roanoke, Roanoke, Virginia, August 21-23

New York State Launderers & Cleaners Association
Scaroon Manor, Schroon Lake, New York, September 15-17

Council of Laundry Association Executives
Bel Air Hotel, St. Louis, Missouri, October 5-7

Pennsylvania Laundryowners Association
Pocono Manor Inn, Pocono Manor, Pennsylvania, October 20-23

Institute of Industrial Launderers
Roosevelt Hotel, New Orleans, Louisiana, November 6-10

Laundry and Cleaners Allied Trades Association
Hollywood Beach Hotel, Hollywood Beach, Florida, November 16-18

classified department

Mail your box number replies to **THE LAUNDRY JOURNAL**, 466 Lexington Ave., New York 17, N. Y.

LAUNDRIES AND CLEANING PLANTS FOR SALE

Complete laundry and drycleaning plant for sale in Iowa. Sales last year \$67,000. Good lease on building. Will sacrifice on account of other business interest. **ADDRESS:** Box 2274, **THE LAUNDRY JOURNAL**. -2

For sale: Fast service, well equipped, home, commercial, and self-service laundry. Only commercial laundry in town, population 3,700. Located 40 miles west of Wichita, Kansas, on Highway 54. For full information write or phone, Nu-Way Laundry, Kingman, Kansas. **PH 954**. 2310-2

For sale: Laundry, drycleaning and linen supply plant for sale. Equipment like new. Synthetic drycleaning plant. Gross \$100,000 last year. Building 9,700 sq. ft. Two rentals on property. This is a steal. Total price \$75,000. Good terms. Location in central Arizona, one of the fastest growing towns in the state. **ADDRESS:** Box 2325, **THE LAUNDRY JOURNAL**. -2

For sale: Laundry plant, Los Angeles metropolitan area. Good labor market, annual business \$200,000. Latest equipment. Very good terms by owner. Owner very tired, ready to retire. **ADDRESS:** Box 2334, **THE LAUNDRY JOURNAL**. -2

Laundry in Connecticut, well-equipped plant, doing all family work, good clientele. Grossing \$65,000, gold mine to right party. \$25,000 will handle, plus terms, financing available. **ADDRESS:** Box 2335, **THE LAUNDRY JOURNAL**. -2

Laundry and drycleaning plant on the Gulf Coast, established 1930, sales \$100,000 plus last five years, real estate carries certified appraisal over 50% of asking price, 99% down, balance 12 to 15 years. **ADDRESS:** Box 2336, **THE LAUNDRY JOURNAL**. -2

PARTNERSHIP WANTED

TOP LAUNDRY EXECUTIVE, in his forties, with record of real performance, seeks a partnership in sound, established business or will consider outright purchase of medium-sized plant in metropolitan New York area. Available **OCTOBER 1**. **ADDRESS:** Box 2340, **THE LAUNDRY JOURNAL**. -9

BUSINESS OPPORTUNITIES

Open an "unattended" coin-operated reducing salon. Complete seven-unit package only \$2,975 direct from manufacturer. Request details. Write: Trimian Manufacturing, 4812 Irvington, Houston, Texas. 2332-11

SITUATIONS WANTED

Laundry or linen supply superintendent with 25 years experience in every phase of operation; quality and cost control-conscious. Excellent employee relations. Desires position, will relocate. Character and achievement reference furnished. **ADDRESS:** Box 2328, **THE LAUNDRY JOURNAL**. -5

SALES MANAGER—excellent background in all phases of retail laundry and drycleaning merchandising. Fully experienced in route training, store promotions and advertising. Desires position with top quality, sales minded firm. References and resume on request. **ADDRESS:** Box 2341, **THE LAUNDRY JOURNAL**. -5

15¢ a word for the first insertion and 12¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 30¢ a word, first insertion, 15¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.50 (new or repeat).

Help Wanted and Situations Wanted ads 10¢ a word for first insertion, 8¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.50 (new or repeat). Capitals or bold face type—double these rates.

Ads including full payment must be in our hands by the first of the month. Payment must accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us. Rates are net, not commissionable.

SALES OPPORTUNITIES WITH WYANDOTTE CHEMICALS

Wyandotte Chemicals Corporation, a leading manufacturer of laundry washroom supplies, has excellent openings for **SALES-SERVICE REPRESENTATIVES**. These positions are located in a number of metropolitan areas throughout the country. (This may require relocating, depending upon your present location.)

Interested applicants must be thoroughly acquainted with laundry washroom procedures and qualified to demonstrate washroom products. Personality, appearance, sales aggressiveness, and practical experience in laundry production are required.

Salary with commission, plus car and expenses, and an opportunity for advancement with a growing organization, as well as outstanding hospitalization, insurance and retirement plans, highlight employment benefits.

For confidential treatment of your complete resume, reply to:

**LAUNDRY AND TEXTILE DEPARTMENT
J. B. FORD DIVISION
WYANDOTTE CHEMICALS CORPORATION
WYANDOTTE, MICHIGAN**

HELP WANTED

WANTED: Linen supply executive—for direct assistant to executive officer of multiplant operation. Job requires that applicant be qualified to assume full responsibility for every detail of operation. Might be assigned to reorganize, set procedures, recruit personnel. Must have sufficient background to standardize, institute work changes and incentives. It would be helpful, though not essential, if applicant had training with one or more larger and most successful linen supply organizations in the country. Job would offer excellent remuneration, bonus arrangement and opportunity to enjoy pension and insurance plans now in force. Some travel is involved. **ADDRESS:** Box 2297, **THE LAUNDRY JOURNAL**. -7

A GOLDEN OPPORTUNITY: If you have the proper background, we will train you to become a plant manager. Write or call National Industrial Laundries, 1100 Sherman Avenue, Elizabeth, New Jersey. 2306-7

You will have unlimited opportunity for advancement with America's largest and fastest growing family laundry and drycleaning group. We are interested in recent **NID OR AIL GRADUATES OR YOUNG MEN WITH EQUIVALENT EXPERIENCE**. Send complete resume of background and recent photo to Box 2321, **THE LAUNDRY JOURNAL**. All replies will be held confidential. -7

GENERAL MANAGER—Medium-size plant in New England. Combined linen supply and laundry business. Excellent opportunity for competent man to direct and control both sales and production departments. Salary and performance bonuses would assure a good income for qualified man. Write full details of past and present employment, education and references. All replies will be treated in strictest confidence. **ADDRESS:** Box 2339, **THE LAUNDRY JOURNAL**. -7

Spotter-manager—Small plant part of larger organization. Excellent growth opportunity. Mr. Krevlin, Darien Cleaners-Laundries, Inc., Darien, Connecticut. OL 5-3901. 2343-7

Plant Manager—One of country's most modern Launderers and Drycleaners. Must be fully qualified. Excellent future with growth opportunities. Call Mr. Krevlin, Darien, Connecticut, OLiver 5-3901. 2344-7

CONSULTANTS

Surveys of complete plants, single departments, or individual problems. Any type laundry—commercial, linen supply, family, industrial, institutional. All phases including methods, incentives, layouts, production controls, mechanical, chemical, textile. **HARRY COHEN, LAUNDRY MANAGEMENT CONSULTANT**, 745 Fifth Avenue, New York 22, N. Y. Tel.: ELdorado 5-1353. 1612-25

PROFESSIONAL NOTICES

CARRUTHERS' BULLETIN—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 201-27

MISCELLANEOUS MERCHANDISE FOR SALE

LAUNDRY LISTS—4 1/2 x 11"—\$1.50 per 1,000 in 15,000 lots. White 16 lb. bond. Park Printing, 1323 Pennsylvania Avenue, Pittsburgh 33, Pa. 2240-45

EQUIPMENT FOR SALE—Why make expensive repairs on obsolete dump valves when modern, leakproof, air-operated diaphragm valves cost so little? Write George W. Krieger Laundry Machinery Co., 1786 No. Spring Street, Los Angeles 31, Calif. 2102-45

NYLON LAUNDRY NETS 24"x34" ONLY \$13.50 PER DOZEN, HANKY NETS \$3.95 PER DOZEN, 18"x30" NETS \$6.95 PER DOZEN. WRITE L. S. SUPPLY COMPANY, 211-57 18th AVENUE, BAYSIDE 40, N. Y. 2241-45

BUSINESS SERVICE

Suits double-breasted made single. \$9.95. Tailoring of any kind wholesale. Also instructions by mail. Talis, 11 Pleasant St., Worcester, Mass. 2163-10

SUEDE AND LEATHER SERVICE

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive DAVOTEX process. You will become a regular customer. C. O. D. CLEANING & DYEING CO., 1430 Harrison St., Davenport, Iowa. 654-13

SUEDE and LEATHER—Cleaned, dyed, refinished. Guaranteed "FRENCH-TEX" process. LaFRANCE DYE HOUSE, 7606 Carnegie Ave., Cleveland 3, Ohio. "Member of the S. L. R. A." 2239-13

FROM OUT OF THE WEST, comes suede & leather work at its BEST. RICHARD KELLEY'S MEL-O-FLEX SUEDE & LEATHER REFINISHING SERVICE, 500 West Grand, Oklahoma City 2, Okla. Member N.I.D. and S. L. R. A. 2270-13

REPAIRS — PARTS — SERVICE

REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES. Expert service men. Full line of Asher ironers rebuilt by men who know how. BAEHR LAUNDRY MACHINE CO., 29 Calumet Street, Newark 5, N. J. 1228-37

YOUR
COMMUNITY

...is a better place
to live and work
because
you gave
the United Way



Budget committees in "The United Way" keep alert to social changes which occur through the years, and help to insure changing services to meet changing needs. No agency goes along for a free ride. And while they cannot tell agencies how to do their work, they do encourage high standards of service while insisting upon sound economy.

Your dollar goes much farther when you give the United Way.

MACHINERY FOR SALE

AMERICAN and TROY 5-ROLL 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6766-4

8-ROLL 120" AMERICAN and TROY IRONERS, REBUILT IN NEW MACHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6799-4

CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL-WELDED STAINLESS-STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS-STEEL CYLINDERS WITH OUR FINCH- AND FOOL-PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9704-4

TROY and AMERICAN LATE-TYPE 4-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6618-4

AMERICAN 4-ROLL 100" and 120" STANDARD FLATWORK IRONERS. COMPLETE WITH VARIABLE-SPEED MOTORS. NEW MACHINE GUARANTEE. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 9318-4

40" AMERICAN OPEN TOP EXTRACTORS WITH AUTOMATIC BRAKE RELEASE. 40" HOFFMAN EXTRACTOR WITH EXPLOSION PROOF MOTOR. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 598-4

MONEL METAL WASHERS. AMERICAN CASCADE, 1 COMPARTMENT, 1 DOOR, MOTOR-DRIVEN, 30 x 48", 30 x 30", 24 x 36", 24 x 24", REBUILT LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 693-4

40" AMERICAN ZEPHYR, HOFFMAN AMICO and TOLHURST CENTER SLUNG OPEN TOP EXTRACTORS WITH COPPER AND STAINLESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 600-4

24 x 120" RETURN-FEED SUPER IRONER, MOTOR-DRIVEN. PRICED RIGHT. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y. 9725-4

HUEBSCH 25" COMBINATION HANDKERCHIEF and NAPKIN IRONERS COMPLETE WITH FLUFFER and TABLE, 4 CISELL MASTER HOSIERY DRYERS, LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9943-4

AMERICAN 120", 12-ROLL IRONER, THOROUGHLY REBUILT, IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 647-4

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN-TOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

Five 42 x 84" AMERICAN MASTER CASCADE DOUBLE END-DRIVEN MONEL WASHERS with 2-compartment, 2-door cylinders. IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6910-4

2-ROLL 100", 110" and 120" AMERICAN and CL RETURN-FEED IRONERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 735-4

PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES:—COLLAR and CUFF, BOSOM, YOKE AND TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9942-4

PROSPERITY LATEST TYPE SPORT SHIRT UNIT, complete with TUMBLER AND DRYSET VACUUM UNIT. Used less than one year. Equal to new in every respect. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1537-4

American and Hoffman 140F drycleaning units, complete in every respect. New-machine condition, at considerable saving over new-equipment price. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 1538-4

AMERICAN MASTER CASCADE, DOUBLE-END-DRIVEN, CONVERTED TO SILENT CHAIN DRIVE and "V" BELT DRIVE at MOTOR, 44 x 96", 44 x 108", 44 x 120" MONEL METAL WASHERS with 3 and 4 pockets. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1726-4

THE MARK RECORD SHEET

is a great check against
inaccurate marking.
Records the marks used
in all bundles;
permits location of lot
for all marks.

Used for years by hundreds of
laundries



Prevents duplication of marks;
Avoids mixup of garments;
Aids and simplifies sorting;
Used in any marking system;
Precludes thievery.



PRICE per thousand\$7.50
5,000 or more, per thousand 6.50



SAMPLES FREE (Payment must
accompany all orders.)

**THE
LAUNDRY JOURNAL**
466 Lexington Ave., New York 17, N. Y.

MACHINERY FOR SALE (Cont'd)

AMERICAN STREAMLINED 4-ROLL IRONER, WITH HAMILTON SPRING
PADDED ROLLS AND VACUUM DEVICE, IN NEW MACHINE CONDI-
TION. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1729-4

AMERICAN, TROY AND SMITH-DRUM MONEL METAL WASHERS.
MOTOR-DRIVEN, 42 x 94" 2-POCKET and 3-POCKET, 42 x 73" 2-
POCKET. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y.
1730-4

48 x 126" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW
ELECTRICAL EQUIPMENT AND NEW 3-, 4-, or 9-COMPARTMENT
STAINLESS-STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machin-
ery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9368-4

4—AMERICAN SUPER-ZARMO DUCK COAT PRESSES, 4 AMERICAN
FOLDMASTERS, EITHER FOR 7" or 8" FOLD. CUMMINGS-LANDAU,
313 Ten Eyck St., Brooklyn 6, N. Y. 1733-4

ONE—AMERICAN FULLY AUTOMATIC WASHWHEEL FORMULA CON-
TROL MODEL 854M. CUMMINGS-LANDAU Laundry Machinery Co., 305
Ten Eyck Street, Brooklyn 6, N. Y. 1900-4

1—AMERICAN CLASS 121, 5-lane Stackrite stacker. Mechanically equal
to new. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck
St. Brooklyn 6, N. Y. 2097-4

26", 28", 30", EXTRA DEEP AMERICAN, FLETCHER, PELLERIN, TROY
EXTRACTORS. Motor-driven. Some with NEW electrical equipment. Cop-
per or stainless-steel baskets. READY FOR PROMPT DELIVERY. CUM-
MINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2108-4

16 x 100" AMERICAN 41210 RETURN-FEED FLATWORK IRONERS.
MOTOR-DRIVEN. PROSPERITY POWER CIRCLE AND AMERICAN SUPER
ZARMO 51" TAPERED PRESSES. VERY REASONABLY PRICED. CUM-
MINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2109-4

40" AMERICAN, TOLHURST, TROY DIRECT MOTOR-DRIVEN EXTRAC-
TORS. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y.
2110-4

54 x 120" C/L REBUILT MONEL METAL WASHER, NEW DOUBLE END
ROLLER CHAIN DRIVE, NEW C/L EVERTITE DOORS, DIRECT MOTOR-
DRIVEN THRU "V" BELT. EQUAL TO NEW IN EVERY RESPECT. CUM-
MINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2111-4

CABINET SLEEVERS, PROSPERITY AND AMERICAN WITH MEASURING
DEVICE. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU, 305
Ten Eyck Street, Brooklyn 6, N. Y. 2112-4

All metal bundle trucks, with rubber castings in A-1 condition. Size:
43" long, 5'6" high, 14" deep. \$35.00 each. ADDRESS: Box 2084,
THE LAUNDRY JOURNAL. -4

5 NATIONAL FANTOM FAST MARKING MACHINES AND 5 LISTING
MACHINES. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6,
N. Y. 2116-4

PANTEX, HOFFMAN MODEL X AND PROSPERITY MODEL E2D AIR-
OPERATED DRYCLEANING PRESSES. THOROUGHLY REBUILT. CUM-
MINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn
6, N. Y. 2178-4

3—42 x 84" AMERICAN CASCADE UNLOADING WASHERS, two-com-
partment, 2-door cylinders, 220 v. 3 HP. 60 cycle electrical equipment.
Not rebuilt but in good operating condition. CUMMINGS-LANDAU,
305 Ten Eyck St., Brooklyn 6, N. Y. 2202-4

AMERICAN FORMATIC SHIRT UNIT. IN VERY GOOD OPERATING
CONDITION. CUMMINGS-LANDAU, 305 Ten Eyck St., Brooklyn 6, N. Y.
2221-4

20", 26", 28" and 30" EXTRA-DEEP AMERICAN, FLETCHER, PELLERIN,
TROY EXTRACTORS. Motor-driven. Some with NEW electrical equip-
ment. Copper or stainless-steel baskets. READY FOR PROMPT DELIV-
ERY. CUMMINGS-LANDAU, 305 Ten Eyck St., Brooklyn 6, N. Y. 2222-4

MACHINERY FOR SALE (Cont'd)

20" HUEBSCH HANDKERCHIEF IRONERS with fluffers, like new. TALLEY Laundry Machinery Co., Greensboro, N. C. 1267-4

UNIPRESS TWO-GIRL SHIRT UNIT, rebuilt. TALLEY Laundry Machinery Co., Greensboro, N. C. 1277-4

30 x 30 AMERICAN STAINLESS-STEEL WASHERS, excellent condition. TALLEY Laundry Machinery Co., Greensboro, N. C. 1278-4

AMERICAN IRONER, 2-roll 100", rebuilt in A-1 condition. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1804-4

Five TROY 48" open-top extractors at a bargain price. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1806-4

PROSPERITY and AJAX air-driven utility presses. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1808-4

42 x 84 and 42 x 96 AMERICAN and HOFFMAN rebuilt washers—in excellent shape. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1811-4

PROSPERITY 51" wearing apparel presses. Power Circle, rebuilt. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1803-4

36 x 30 HUEBSCH GAS-FIRED TUMBLERS, like new. TALLEY Laundry Machinery Co., Greensboro, N. C. 1279-4

HOFFMAN X MODEL PRESSES, factory rebuilt. TALLEY Laundry Machinery Co., Greensboro, N. C. 1280-4

40" and 48" AMERICAN all stainless-steel open-top extractors—perfect shape. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1802-4

CALL! WRITE! WIRE! "DON'T DILLY-DALLY, CALL TALLEY." We have a complete stock of late model rebuilt laundry and drycleaning machinery. Low terms to suit you! TALLEY LAUNDRY MACHINERY CO., GREENSBORO, N. C. 2052-4

PROSPERITY CABINET SLEEVERS—late models. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2053-4

PROSPERITY 200# AUTOMATIC OPEN-END WASHERS—Just arrived. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2054-4

PROSPERITY 8-ROLL x 132" IRONER—excellent shape. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2057-4

PROSPERITY TWO-GIRL SHIRT UNITS, rebuilt and guaranteed. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2058-4

20" HUEBSCH HANDKERCHIEF IRONERS with fluffers, like new. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2059-4

Six-roll 120" AMERICAN and TROY rebuilt ironers. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2063-4

PROSPERITY 51" wearing apparel presses. Power Circle, rebuilt. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2065-4

36 x 30 HUEBSCH GAS-FIRED TUMBLERS, like new. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2066-4

HOFFMAN X MODEL PRESSES, factory rebuilt. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2067-4

40" and 48" AMERICAN all stainless-steel open-top extractors—perfect shape. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2068-4

Unipress and Prosperity cabinet sleeveers—late models. ADDRESS: Box 2174, THE LAUNDRY JOURNAL. -4

Like new "Prosperityrol." Fully automatic washwheel controls. Government cost \$2,675—while they last \$285 each. You can't afford to let this bargain go. Call or write: TALLEY Laundry Machinery Co., Greensboro, N. C. 2175-4

Just arrived! A number of 42 x 72 American and Hoffman washers in A-1 condition. Excellent buys! TALLEY Laundry Machinery Co., Greensboro, N. C. 2176-4

Air-driven New Yorker mushroom drycleaning presses. Like new. Cheap! TALLEY Laundry Machinery Co., Greensboro, N. C. 2177-4

ASHER ironers 48 x 120, 32 x 120. Rebuilt, big stock, terms. Beehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J. 2240-4

Two—42 x 84" ELLIS two-pocket UNLOADING WASHERS; One—42 x 54" AMERICAN two-pocket UNLOADING WASHER. Two—50" ELLIS Notrux extractor. One—FURKETT 72" hot shake-out tumbler with conveyor. One—AMERICAN small-piece folder. CHICAGO USED & NEW LAUNDRY EQUIPMENT CO., INC., 3128 West Lake Street, Chicago 12, Illinois. Nevada 8-7764. 2136-4

One—SUPER 2-roll 120" chest-type steam-heated return ironer—factory rebuilt. One—Used 8-roll 120" chest-type ironer. SUPER LAUNDRY MACHINERY COMPANY, 1113 West Cornelia Avenue, Chicago 13, Illinois. 2137-4

WILLIAMS LAUNDRY MACHINERY CO.—All sizes and types of new and used laundry and drycleaning equipment, WASHERS, EXTRACTORS, TUMBLERS, FLATWORK IRONERS, etc. Items available too numerous to mention. Also jobbers for Milnor, Super, Heusch, etc. Can satisfy all machinery needs at BARGAIN PRICES. We are in a position to furnish parts for all makes and models of equipment available. For further information CALL Stillwell 6-6666 or write WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-37 9th St., Long Island City 1, N. Y. 2282-4

TUMBLER DRIERS—AMERICAN—CHALLENGE. TYPE 72" UNLOADING. THREE AND FOUR YEARS OLD BUT IN EXCELLENT CONDITION. NOW OPERATING IN SOUTHERN CALIFORNIA PLANTS. CUSTOMERS WANT SMITH-GRANTHAM DRYERS. GRANTHAM INDUSTRIES, 1680 VINE ST., HOLLYWOOD 28, CALIFORNIA. 2342-4

FOR SALE: Washer-extractors, fully automatic with supply injection, 2—200 lb., 1—100 lb., 1—60 lb. six months old. 1—used 8-roll 120" flatwork ironer. ADDRESS: Box 2315, THE LAUNDRY JOURNAL. -4

35 LB. PROSPERITY WASHER, HUEBSCH HANKY IRONER, PICK INSTANTANEOUS HEATER, 2-GIRL AJAX SHIRT UNIT, UNIPRESS CABINET SLEEVE, REBUILT ASHER IRONER, LAUNDRY SCALES, MOTORS, BLOUSE UNIT, NATIONAL HAND AND POWER MARKING MACHINES, 1/4 TON ELECTRIC BUDGIT HOIST, AMERICAN SPLIT COLLAR AND CUFF PRESSES. S. BIEL, 25-27 WEST 23RD ST., BAYONNE, N. J. FEDERAL 9-6161. 2319-4

1000-GALLON HOT WATER TANK. BUTLER SCRAPEDOWN FILTER—1200-GALLON CAPACITY. S. BIEL, 25-27 WEST 23RD STREET, BAYONNE, N. J. FEDERAL 9-6161. 2327-4

REAL BARGAIN 48 x 120, 9-POCKET Y-TYPE MONEL WASHER. S. BIEL, 25-27 WEST 23RD STREET, BAYONNE, N. J., FEDERAL 9-6161. 2337-4

STEAL!!!! Two 200 lb. GLOVER washer-extractors, fully automatic, with supply injection. Only 2 1/2 years service. In full operation now. Available promptly. New cost—\$10,190 each. Will sell as is—where is for \$4,500 each. Write Ralph Sundstrom, Compton Laundry, 335 West Compton Boulevard, Compton, Calif. Phone NEwmark 9-4040. 2338-4

MACHINERY WANTED

ALL TYPES OF LAUNDRY EQUIPMENT WANTED: ADDRESS: Box 2320, THE LAUNDRY JOURNAL. -3

advertisers IN THIS ISSUE

A

Advertising Council	73
Ajax Presses	53
American Laundry Machinery Co., The	12-13
Aurora Manufacturing Corp.	76

B

Bishop Freeman Co.	68
Braun Inc., G. A.	7

C

Chemstrand Corp., The	15
Chevrolet Division of General Motors	57
Cissell Manufacturing Co., Inc., W. M.	1
Clesco National, Inc.	65
Cook Machinery Co., Inc.	59
Cowles Chemical Co.	4th Cover
Cummings-Landau Laundry Machinery Co., Inc.	76

E

Edmar Chemical Co.	55
Edro Corp., The	17
Ellis Drier Co., The	3rd Cover
Erie City Iron Works	70

G

Gibraltar Fabrics, Inc.	5
-------------------------	---

H

Huebsch Originators	69
Hungerford & Terry, Inc.	75
Huron Milling Division, Hercules Powder Co.	51

J

Jomac, Inc.	62
-------------	----

K

Keever Beach Division, Keever Starch Co., The	2nd Cover, 66
Key-Tag Checking System Co.	64
Kohnstamm & Co., Inc., H.	41-44

M

Marlyn Chemical Co., Inc.	37
Minnesota Mining & Mfg. Co.	2

N

National Marking Machine Co., The	67
-----------------------------------	----

P

Pennsalt Chemical Corp.	30-31
Pocock, M. A.	39
Procter & Gamble	11

S

Smith Inc., X. S.	74
Swift & Co., Soap Dept.	63

W

Washex Machinery Corp.	47
Wilson Chemical Co., A. L.	61
Worthington Corp.	8-9
Wyandotte Chemicals Corp., J. B. Ford Div.	3, 79

Z

Zeidler Manufacturing Co., Inc.	77
---------------------------------	----

MR. MANUFACTURER:

THE LAUNDRY JOURNAL

continues, month in and month out, to provide top laundry management with needed editorial material to help them manage their operations more professionally, more productively, more profitably.

For example, in this issue, top laundry management is reading about

● **Six Ways To Save on Water Bills — ideas that will slow rising costs often overlooked**

● **Psychology of Textiles—a valuable discussion by Dr. Ernest Dichter, outstanding authority of the Motivation Research Bureau**

● **Basics of Management—Essentials for today's modern laundry executive**

These are but a few of the basic, helpful aids that your customers and prospects look to The Journal for in each issue. They also look for your advertising to assist them in their selection of equipment and supplies.

THE LAUNDRY JOURNAL

466 Lexington Ave.

New York 17, N. Y.

ORegon 9-4000

. . . IN THE wash

Chain Reaction

To the Editor:

I want to congratulate you on the Special Nuclear Laundering Report that you wrote for the May 1960 issue of *THE LAUNDRY JOURNAL*.

In looking up this report to be able to refer someone to it recently, I re-read it and then realized that it was a fine article clearly setting out some of the requirements and problems, and it should help a number of people decide whether or not they want to get into this type of business. I think it was a real good job.

LEE G. JOHNSTON
Manager, Laboratory Department
American Institute of Laundering
Joliet, Ill.

Employees Like Story

To the Editor:

Thanks so much for the advance reprints of the article you did on Polly Prim. Beautifully done and extremely well written. Thanks for treating us so kindly.

I have a favor to ask. Since so many of the employees have asked for a copy would it be possible to get a supply of reprints? We would be most happy to pay whatever costs are involved. I would like to have at least 50 copies.

K. KIRBY KENDALL
Polly Prim
Alexandria, Va.

Punch-Tape Adding

To the Editor:

Reference is made to your May 1960 issue of *THE LAUNDRY JOURNAL*.

An article on Automated Accounting proved of interest to this office as we must abstract quantities of individual figures on piece items from individual laundry tickets by lots.

We would not be interested in a service by an accounting firm but if you have any information on the manufacturer, supplier or capacities of the punch-tape adding machine this information would be appreciated.

ROBERT F. MASTERS
Laundry Superintendent
United States Military Academy
West Point, N. Y.

Man To Watch

To the Editor:

Thank you for your generosity in including me in your list of "Men To Watch" in the Sixties. It is all the more flattering in that I know and appreciate the high quality of men with whom you have listed me. I know many of these men in person and all by their good reputation in the industry, and am certainly proud to be associated with them in this manner.

Incidentally, allow me to express my belated congratulations to you on the change of your format at the beginning of the year. We think the new look is most attractive and refreshing.

W. AMISS KEAN
Kean's
Baton Rouge, La.

Live and Let Live

To the Editor:

Would it be possible to get a back copy of the *JOURNAL* for the month of March? During our Laundry Institute people were asking me about different laundry magazines and I was showing off the *JOURNAL*. Well, wouldn't you know it, someone walked off with the March issue, and as I have all the rest of the issues in my files, I would, if possible, like to have them all.

I would like to say your magazine has shown wonderful improvement since it became *THE LAUNDRY JOURNAL*. Keep up the good work.

Would also like to say, too, in regard to Mr. Ben Carnot and Mr. Harry Kradjian, let's not get into each other's hair. There surely is a place for both institutional laundries and commercial laundries. Some time ago, you may remember an article written by AIL stating that there was room for both.

Large institutions, in my experience, are almost obliged to have their own laundries these days, due to the terrific turnover, and I would like to say, in the past four years there has not been such a thing as slack work in our laundry.

Smaller hospitals with less than 75 beds, which do not have good machines or nice laundries or good laundry managers due to the fact that

they operate perhaps no more than two days a week, may find it cheaper to farm it out to commercial laundries. But to say institutional laundries do not have the best laundry managers is putting it very strongly, as I personally know many outstanding laundry managers in institutions.

So, please, let's quit squabbling and each do his or her duty.

SISTER M. DECHANTAL, O.S.F.
Laundry Manager
St. Joseph's Hospital
Milwaukee, Wis.

Keep in Touch

To the Editor:

It was more than worth while for both Mrs. Gaines and me to stop over for a few days in Chicago on our way to our new home. The AIL Convention and Exhibit gave us a chance to talk to many of our good friends. . . .

Virginia and I have prepared the attached "general" letter to friends who had asked about our trip to Portland and our new home here. . . . If you have read it, we thank you "for listening," and hope you have not been utterly bored. You probably will be happy to know that, while there will be other chapters, none will be sent to anyone except by special request.

HARLOW GAINES
Williamette View Manor
2705 S. E. River Road
Portland, Ore.

Mr. Gaines headed up the New York office of the Huron Milling Company which was later taken over by Hercules Powder. Now retired, he's still interested in the industry and welcomes hearing from old friends.

—EDITOR

Interested in Automation

To the Editor:

I have read with considerable interest the article in your May 1960 issue on Automated Accounting.

We are interested in having further information on the subject; will you please send us whatever you have available.

IRVING G. SCHACHTER, CPA
Beverly Hills, Calif.

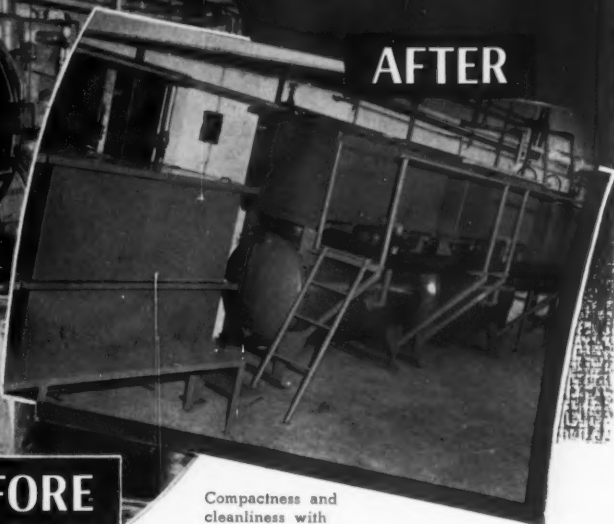
How the **ELLIS** Central Supply System *boosts plant efficiency*



BEFORE

Wasteful conditions
means higher costs

**Ellis engineers design and
build a modern line of wash-
room equipment for large
and small plants**



AFTER

Compactness and
cleanliness with
the Ellis System

Here are some **before** and **after** pictures that show the big change in plant "housekeeping" when Clean Linen Service of Gulfport modernized their washing operations with Ellis equipment.

Two big Ellis Washers (54 x 108 Open-Pocket Unloading Type), were installed complete with full automatic controls including the Ellis Central Supply System.

Instead of the messy back-room storage, all the washing supplies are now delivered from sanitary tanks direct to the individual washers, automatically metered and timed to the required formula.

No more wasted supplies nor costly cleanup time—washers are serviced accurately and faster—loaded and unloaded in record time—lower operating and maintenance costs—greater capacity in minimum space—work always uniform—and a big saving in man-hours.

These are real proven economies that
show up on your profit sheet.

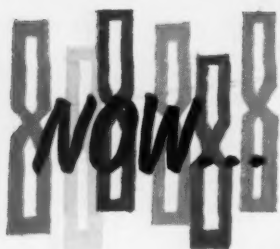
The ELLIS DRIER Co.
2444 NORTH CRAWFORD AVENUE

HEAVY DUTY CHICAGO ONE GRADE

Mr. George W. Krieh, Pacific Coast Representative of The Ellis Drier Co., 1786 N. Spring St., Los Angeles 31, Calif.

REPAIR PARTS

We carry a complete stock of repair parts for
all Ellis equipment and for all other industrial washers and driers.



NOW

FROM START TO FINISH

a *Cowles* product for every washing operation

sours

NEUBRITE
FeSOLV
NEUSOL
NEULIN

starches

PERFECT FINISH
INSTANT FINISH
FLEXI-FINISH
LINEN FINISH

soap
builders

ESCOLITE
ESCOLLOID*
ESCOLIN*
ESCOL 77*
ESCO*

complete
detergents

DRISUDZ*
SUPER DESOIL*
SOL-ESCO*

soap
regenerator

ESCOFOS*

synthetic
detergents

COLESCO*
Sted*

bleach

DRY CHLORESCO*

blue

ESCOMO BLUE*
(R, NE & A)

*REGISTERED

detergent
silicates

DRYMET*
DRYSEQ*
DRYORTH*
CRYSTAMET*

Cowles

75th Anniversary

CHEMICAL COMPANY

7016 Euclid Ave. • Cleveland 3, Ohio

With the introduction of eight new sours and fabric finishes, Cowles rounds out its line to give you all products needed for complete laundering service. The result — "matched detergency," your assurance that recommended Cowles products are compatible with each other to produce the best results in your own operation.

Continuing research and development, with competent field service by your Cowles Technical Man, brings matched detergency to bear on the toughest laundering problems. And because he's a specialist in laundering, your CTM can provide speedy assistance.

Call your Cowles dealer today . . . ask him about our new sours and starches, and place your order for a complete line of quality controlling laundry supplies for better laundering, "from start to finish!"

